

MODIE

The

Inland

Printer

PUBLIC LIBRARY

DEC 28 1946

DETROIT

DECEMBER 1946



ANNUAL DIRECTORY ISSUE



**FOR FASTER,  
STRONGER GROWTH...**



## Advertise on *Champion* Paper

The man who starts a business wants it to grow up before he grows old. He likes the strength of oak, but he wants it hurried a little. Printed advertising is basic food for business and is custom made for every individual need, great or small. For more than fifty years, likewise, Champion has been making quality papers to anticipate and improve advertising and printing practices. It's a good line. And a varied one . . . including coated and uncoated for letterpress and offset, business papers, envelope, cover, high finish postcard and package wrap, papeterie and specials. For steady, profitable growth in current sales and those of the future, plan to put every printing job on Champion quality paper.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO

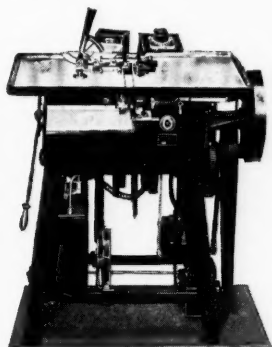


Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day  
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

Publ  
(Sen  
at th

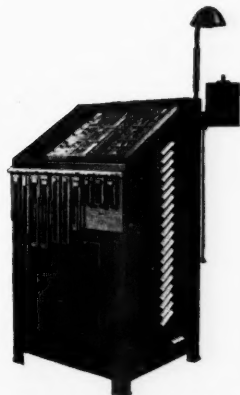


**The Ludlow** caster (illustrated above) produces slugline composition from 4 pt. to 96 pt. Advertising figures and alphabets up to 240 pt. are cast as individual characters lengthwise of the slug.

**Ludlow Matrix Cabinets** are available in different models. At left above is shown the standard cabinet, left-hand pull—also available in right-hand or double-side pull. At right above is the new Universal cabinet, that will accommodate all sizes of matrices in normal case arrangement. Either right-hand or left-hand pull.



Ludlow Standard Matrix Cabinet  
(left-hand pull)



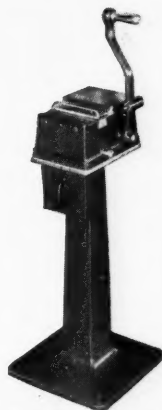
Ludlow Universal Matrix Cabinet  
(right-hand pull)

**The Ludlow Supersurfacers** facilitates high-quality printing on any paper stock, reducing press makeready. As the type slug is fed through it, a micrometric skin-cut is trimmed off the face.



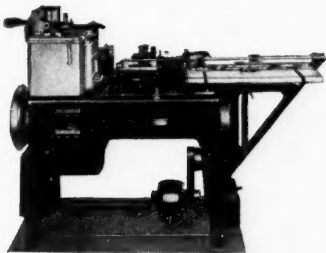
Ludlow Supersurfacers

**The Ludlow Shell-Hi Slug Shear** quickly shears the Ludlow slug shank from the slug-head, converting it into a one-line plate to use with shell-cast stereotypes, and for changes, corrections or additions.



Ludlow Shell-Hi Slug Shear

**The Elrod** lead, slug, rule and base caster (illustrated below) produces high quality strip material from 1 pt. to 36 pt. in thickness. Formed in mold as one continuous strip of metal, Elrod material is free from brittle breaks or welds, and is accurate in height.



## **LUDLOW TYPOGRAPH COMPANY**

2032 Clybourn Avenue, Chicago 14

CULTIVATE THE BUYER  
of WESTON QUALITY  
Cotton Fibre PAPER



- ✓ He is a *steady* customer who regularly buys quantities of high grade forms, letterheads and printed pieces on profitable grades of WESTON Paper.
- ✓ He buys standard units of easy-to-handle, more readily obtainable items.
- ✓ He usually buys well in advance of needs and seldom requires costly extra service.
- ✓ Over the years, his business is substantial in volume.
- ✓ Your regular association with him provides many opportunities to sell specialty and volume work.

The buyer of high grade WESTON cotton fibre Papers is your *best* customer under any conditions. The time you spend cultivating him now will be repaid in continued loyalty to your company in the future.

BYRON WESTON COMPANY • DALTON, MASS.  
*Makers of Papers for Business Records*

# Weston Papers





**Frozen for two weeks in a cake of ice**

● This illustration was drawn from a photograph. After two weeks this Dayco Roller was chipped out of the ice and put through all kinds of tests to determine what adverse effects might have resulted. None could be found. ¶ So the roller was put immediately on a high-speed press to see how it would work in actual service. Pressmen reported this Dayco performed just as well as any other Dayco Roller. ¶ Similar tests in steam, inks (all kinds), oils, varnish or dye did not harm the fine printing qualities of Daycos. Hundreds of shops have reported that Dayco Rollers outwear others four to one. So specify Dayco Rollers on your new equipment. Modernize your present metal stock with Dayco. Ask us how easy this can be. Don't delay, write today to:

**THE DAYTON RUBBER MANUFACTURING COMPANY • DAYTON 1, OHIO**  
 Latin American Representative: National Paper & Type Company, 120 Wall Street, New York, N. Y. Canadian Representatives: Manton Brothers, Ltd., Toronto-Winnipeg-Montreal-Vancouver.

**DAYCO ROLLERS BY Dayton Rubber**  
THE MARK OF TECHNICAL EXCELLENCE IN NATURAL AND SYNTHETIC RUBBER  
**MANUFACTURERS OF THE WORLD'S FINEST PRINTING ROLLERS**

Please Mention THE INLAND PRINTER When Writing to Advertisers

*Opening  
new opportunities in swift  
and versatile production*

*Rotogravure*  
**HYROTO**  
*Presses*

**ROTOGRAVURE ENGINEERING Co.**

( A Subsidiary of Miller Printing Machinery Co. )

**1117 REEDSDALE STREET**

**PITTSBURGH, PENNSYLVANIA**



**FINE**  
*Coated Paper*

**NEEDS NO OTHER NAME**

By "streamlining" the manufacture of coated paper Consolidated achieved a superior product at less cost. This improved paper, *sold at uncoated paper prices*, remains fine coated paper and needs no other name.

Photograph courtesy of  
 U. S. ARMY AIR FORCES  
 shows the action of the atomic  
 bomb over Nagasaki, Japan.

*Consolidated* **COATED** *Papers*

**PRODUCTION GLOSS . . . MODERN GLOSS**



REG. U. S. PAT. OFF.

The photograph reproduced above is one of many used by Westinghouse Electric Corporation in their interesting booklet "The World Within the Atom." To insure the best possible reproduction of such difficult subjects the booklet was printed on Consolidated Coated Paper.

Manufactured in weights down to 45 pounds, Consolidated Coated Papers meet almost any printing need.

**CONSOLIDATED WATER POWER & PAPER COMPANY**

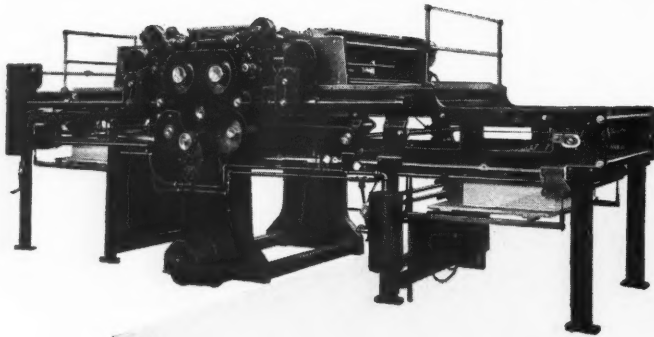
MAIN OFFICES  
 WISCONSIN RAPIDS, WISCONSIN

*Five Modern Mills*

SALES OFFICES  
 135 SO. LA SALLE ST., CHICAGO 3

# Cottrell Rotaries... GRAVURE and ET

## LETTERPRESS *Sheet Fed*

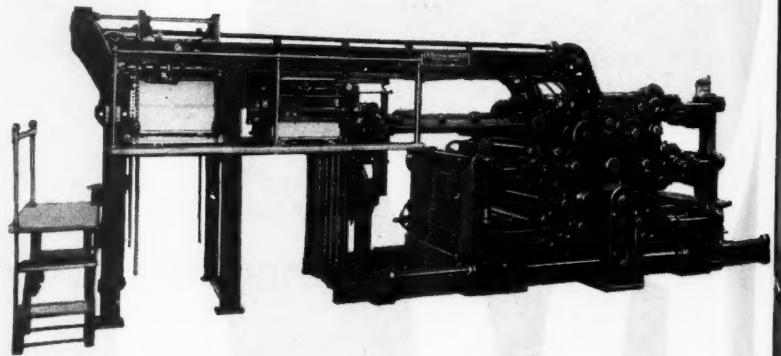


← **TWO COLOR**

*Two-Color Rotary*, excellent for the printing of direct mail pieces, booklets, broadsides, and for publication printing. This sheet-fed press offers the commercial printer the high speed economy of rotary letterpress printing formerly enjoyed only by large edition printers. The geared speed of up to 5500 sheets per hour leads

such other advantages as: Continuous or pile suction steam feeder . . . Pile delivery with vacuum sheet slow down . . . Spirally grooved plate cylinders for rapid register and minimum make-ready . . . Excellent ink distribution and savings in ink up to 15% and 20% over flat bed presses have been reported.

**FIVE COLOR** →



*Five-Color Rotary*, designed for printing of magazine covers, inserts and general color work. Prints at a speed of 5500 sheets per hour up to five colors. All cylinders

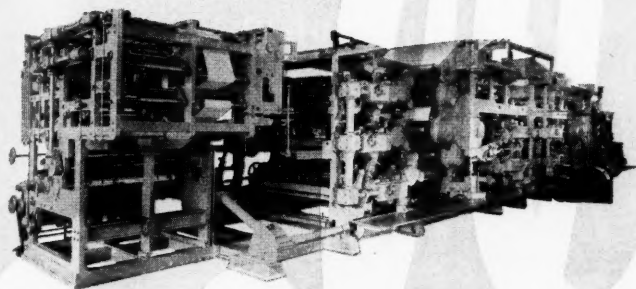
are mounted in one piece side frames. Construction throughout is rigid, heavy and well balanced to provide smooth operation, freedom from vibration at all speeds.

*We also manufacture . . . Roughing and Shaving machines; Non-Stretch Plate Curving machines; Curved Plate Finishing Machines; Four-Color Proof Presses and Single Color Proof Presses.*

O V E R   9 2   Y E A R S   O F   S E R V I C E

# an ETTERPRESS... Sheet Fed and Web

## LETTERPRESS *Web Fed*

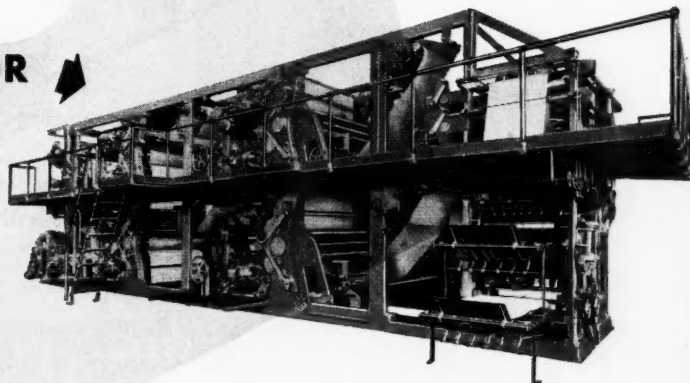


### ◀ DOUBLE FIVE COLOR

*Double Five-Color*, built for the finest quality magazine color printing of advertising and editorial sections. It prints, folds and delivers up to speeds of from 800 to 1200 feet per minute according to the ability to dry the ink.

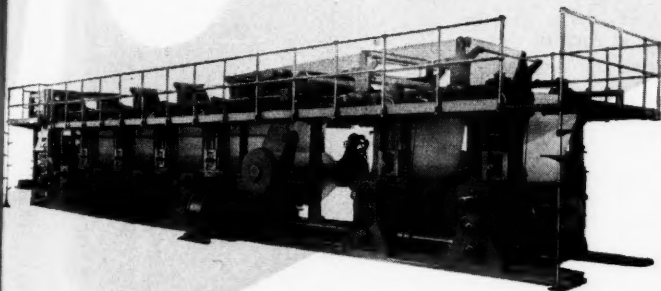
### DOUBLE DECK DOUBLE 2 COLOR ▶

*Double Deck, Double Two-Color*, for mail order catalogs and general magazine printing. It prints 64 pages in two colors or 32 pages in four colors up to a speed of 1200 feet per minute folded in all the necessary combinations for large edition production.



### ◀ ROTOGRAVURE

This rotogravure press can produce two, three or four colors first side, four colors second side at a speed of 1200 to 1600 feet per minute. Monotone or multi-color units can be furnished with folder, cut off and flat delivery or rewind.



## C. B. COTTRELL & SONS CO.

Westerly, Rhode Island

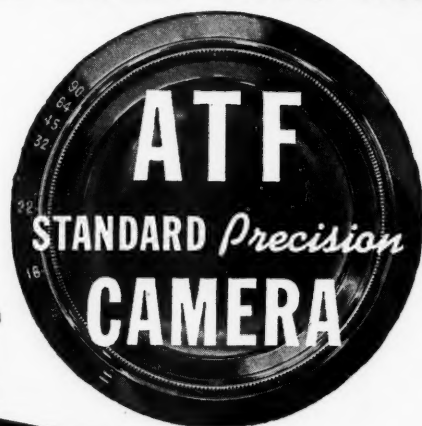
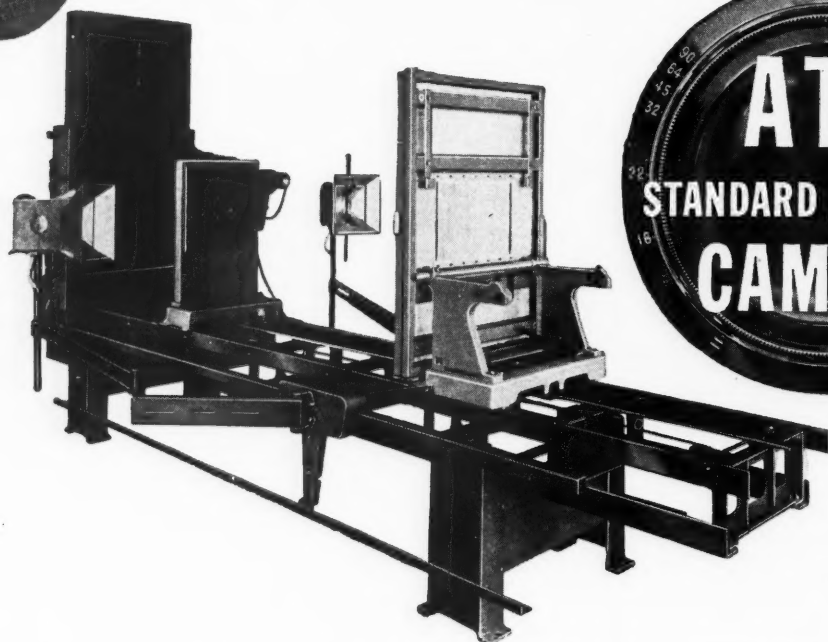
New York: 25 E. 26th St. • Chicago: Daily News Bldg.,  
400 W. Madison St. • Claybourn Division: 3713 N.  
Humboldt Ave., Milwaukee, Wis. • Smyth-Horne, Ltd.,  
13 Bedford Row, London W.C. 1, England

# Cottrell

OF THE PRINTING

INDUSTRY

# 5 WAYS accuracy is BUILT INTO the

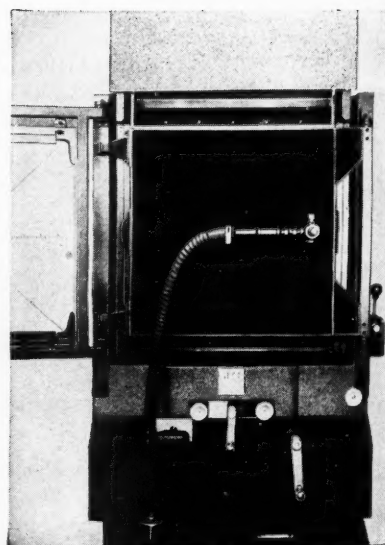


A DARKROOM-STYLE unit in two standard sizes (24" x 24" and 31" x 31") that turns out high-quality negatives with simplicity and speed. Absolute alignment, squareness, and needle-sharp focus are assured indefinitely by an accuracy that is *built in*, not draped on.

1. All-metal construction insures absolute rigidity.
2. Individually adjusted 4-point suspension of bed provides perfect level at all times.
3. Reinforced carriage suspended on 8 steel springs at each of the 4 suspension points (a total of 32 springs) prevents the slightest vibration from reaching the camera.
4. Precision-ground tracks and monorail for lensboard and copyboard extend the full length of the bed.
5. Solid one-piece lensboard and copyboard stands.

Besides these basic provisions for accuracy, the ATF Standard Precision Camera has numerous other features to make its operation easy, fast, and profitable: complete control from darkroom, including screen holder for square and circular screens, separation adjustment with micrometer screw that locks when set, eye-level indicator with magnifying glass for easy reading, and ratio focusing tapes calibrated to focal length of lens; and torsion-spring counter-balanced tilting copyboard quickly adaptable to either direct or transparency copy.

*Ask your ATF Salesman for complete details*



Darkroom view of vacuum back and controls for lensboard, copyboard, and ruby-lighted focusing tapes. Screen separation lever and fractional adjustment screw are to the right.

ATF also manufactures complete equipment for the lithographer from sheet-fed offset presses to large web-fed, multi-color presses, and offset platemaking equipment in matching sizes.

ATF

## AMERICAN TYPE FOUNDERS

*Offset Division*

200 Elmora Avenue, Elizabeth B, New Jersey

BRANCHES IN PRINCIPAL CITIES

# STOPS *STATIC* INSTANTANEOUSLY!

**and speeds all mechanical phases  
of press-work — makes handling  
of lightweight stocks easy!**

## THE CHAPMAN NEUTRALIZER

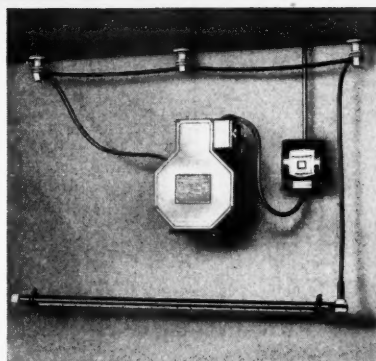
The first successful, scientifically correct, simple and certain method of controlling static in press work was developed by William H. Chapman in 1904. No new method has since been discovered. The Chapman Electric Neutralizer has undergone many refinements through the years — and has always been the one and only completely successful, instantaneous conqueror and remover of static!

### HAS NO MOVING PARTS!

Output current through the Chapman Neutralizer is limited to 1/100th of an ampere—while changing your supply voltage automatically to meet the requirements of paper undergoing press-work; whatever the paper "builds up", the Chapman Neutralizer meets and overcomes — *instantly, continuously*. Paper delivers easily, is evenly jogged. Light papers are handled quickly, without trouble. Register is improved. Your feeders can also be speeded up!

### SIMPLE • SAFE • SURE

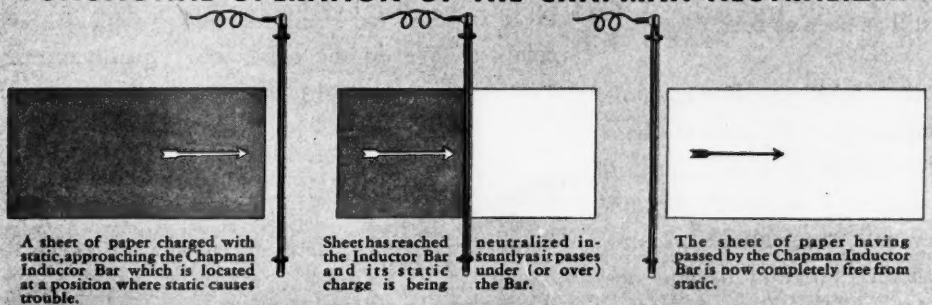
The Chapman Neutralizer is easy to install, re-



quires a minimum of maintenance\*. It eliminates static on all types of cylinder presses, in all weather, at all times. The time saved, the losses due to static now overcome, and the improved press-work, all quickly pay for the reasonable cost of a Chapman Neutralizer. Write for complete details.

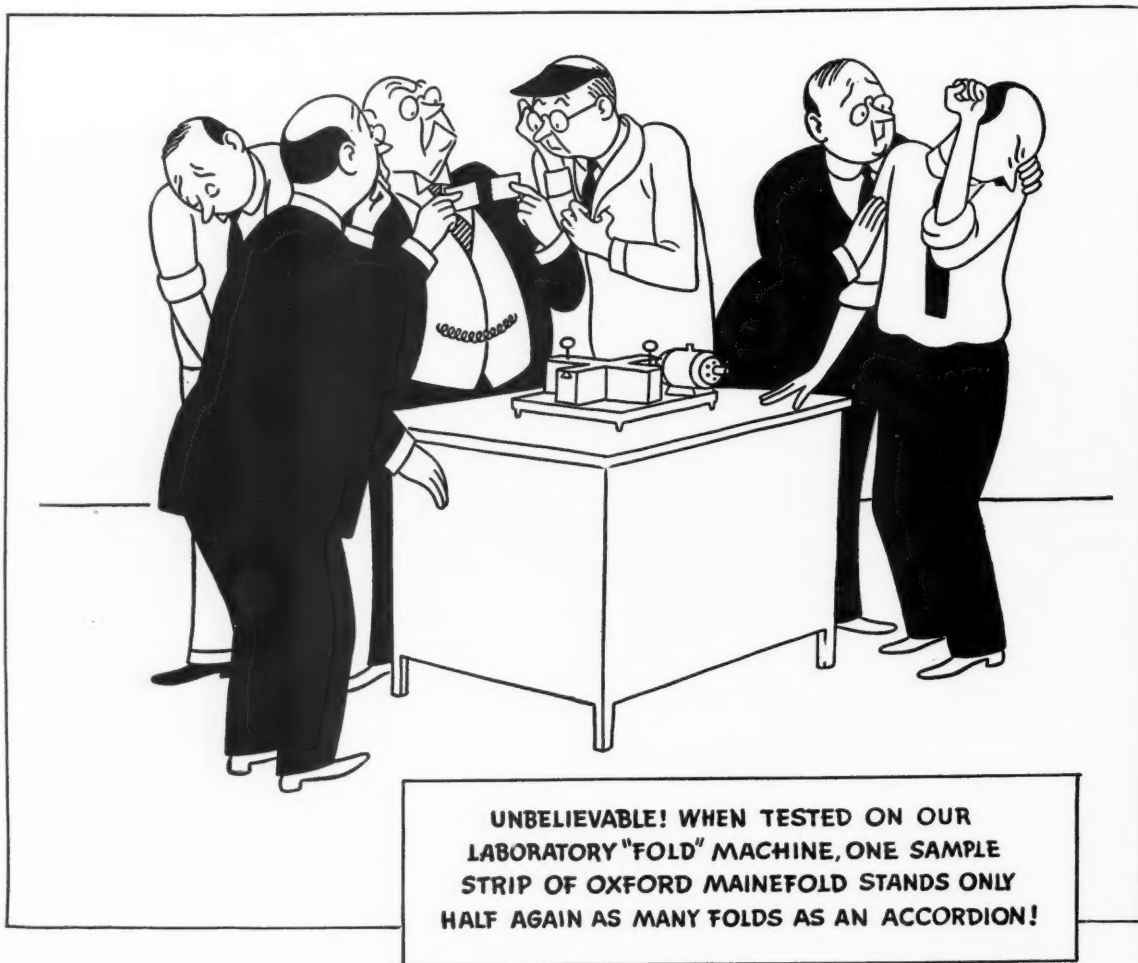
\* Current consumption as low as 10 watts per press.  
Approved by Underwriters' Laboratories, Inc.

### FUNCTIONAL OPERATION OF THE CHAPMAN NEUTRALIZER



**CHAPMAN ELECTRIC NEUTRALIZER COMPANY**

ESTABLISHED 1904 PORTLAND, 6, MAINE



**N**O matter which of the many Oxford papers an Oxford craftsman happens to be making, he welcomes the constant laboratory testing as proof that his skill is still as keen as ever.

In the "fold" test, for example, sample paper strips are mechanically folded back and forth to determine how much bending they will take without breaking. Standards are well beyond normal use—but all papers must meet them.

Oxford papers get many other

exacting tests as well—for surface bond, whiteness and color accuracy, printability, and so on. Though our standards are invariably set high, we can maintain them because our facilities are complete. We do the *whole* job from wood to finished paper.

In addition, Oxford has many years' experience making over 1,000 miles of quality paper a day—plus the benefit of long research in all kinds of paper problems. So when you think of quality printing, always think first of Oxford papers.



*Included in Oxford's line of quality printing and label papers are: ENAMEL-COATED—Polar Superfine, Maineflex, Mainelex C1S Litho, Mainefold and White Seal; UNCOATED—Engravatone, Carfax, Aquaset Offset, Duplex Label and Oxford Super, English Finish and Antique.*

## OXFORD PAPER COMPANY

230 PARK AVENUE, NEW YORK 17, N. Y.

*MILLS at Rumford, Maine  
and West Carrollton, Ohio*

*WESTERN SALES OFFICE:  
35 East Wacker Drive, Chicago 1, Ill.*

*DISTRIBUTORS  
in 48 Key Cities*

*Hairline Accuracy...  
and No "Face-Drag"...*



*...when you  
Cut Paper with*



## SIMONDS S-301 KNIVES

These knives are precision-ground for face clearance like the blades of a pair of scissors. And Simonds special S-301 papercutting steel holds a superkeen edge longer than you ever thought possible in any paper knife. So there's no face drag against the stock . . . which means you're sure of clean, effortless cutting, and hairline accuracy.

And for *complete* insurance of clean-cut performance, this edge is delivered to you just the way the inspector okayed it . . . packed in wood so the edge literally "floats in air," beyond all danger of damage in transit.

Order Simonds S-301 Paper Knives from your dealer, or from the nearest Simonds office.



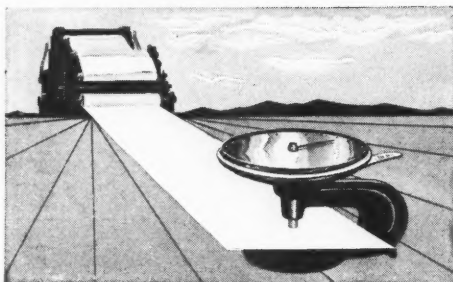
BRANCH OFFICES: 1350 Columbia Road, Boston 27, Mass.; 127 S. Green St., Chicago 7, Ill.; 416 W. Eighth St., Los Angeles 14, Calif.; 228 First St., San Francisco 5, Calif.; 311 S.W. First Avenue, Portland 4, Ore.; 31 W. Trent Ave., Spokane 8, Washington. Canadian Factory: 595 St. Remi St., Montreal 30, Que.

When Writing These Advertisers, Please Mention THE INLAND PRINTER



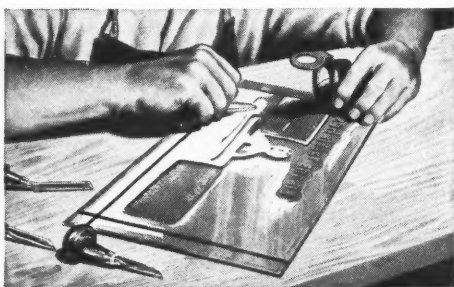
This advertisement is one of a series appearing in four colors in Fortune, Nation's Business, United States News, Newsweek and Business Week.

# Test your word knowledge of Paper and Printing



## 1. Caliper

- ☐ Machine for finishing paper
- ☐ Paper stock in the beater
- ☐ Thickness of a sheet of paper



## 3. Feel

- ☐ A method of hand tooling
- ☐ Way of detecting irregularities in plates
- ☐ Paper quality as determined by touch



## 2. Advertising Mascot

- ☐ A copy cub
- ☐ A trademark
- ☐ An advertising slogan



## 4. Typothetae

- ☐ A species of coniferous pulpwood
- ☐ Ecclesiastical manuscripts
- ☐ Printers

## ANSWERS

**1. Caliper** is the thickness of a sheet of paper as measured under prescribed conditions. By careful control in manufacture, and by rigid laboratory testing, Kimberly-Clark maintains a close uniformity of caliper for Levelcoat\*—a factor which contributes greatly to printability.

**2. Advertising Mascot** is a trademark which identifies a product for the buyer's protection. Such a trademark is *Levelcoat*—identifying a line of dependable printing papers.

**3. Feel** is the quality of paper as determined by touch. For printing paper with the feel of richness and high quality, many fine printers and important advertisers prefer smooth, lustrous Levelcoat Papers.

**4. Typothetae** are printers. And to all printers, advertisers, publishers, paper men—to everyone interested in finer paper for finer printing results—Kimberly-Clark wishes a very Merry Christmas and a most prosperous New Year.

# Levelcoat\* PRINTING PAPERS

If our distributors cannot supply your immediate needs, we solicit your patience. There will be ample Levelcoat Printing Papers for your requirements when our plans for increased production can be realized.



**KIMBERLY-CLARK CORPORATION**

NEENAH, WISCONSIN

\*TRADEMARK



# EXACTING NEEDS

can only be filled by craftsmen above the ordinary employed on equipment of the latest design.

Good workmen and obsolete equipment nor average hands and modern facilities combine to meet the demands.

Here at Graphic Arts you will see over a hundred master craftsmen in a modern plant which is fully equipped with latest mechanical developments—the perfect combination for the production of plates by all the new improved processes with such efficiency as to effect important economies for you.

Since the best in printing demands the best in plates, more than 200 of America's leading lithographers and printers depend on Graphic Arts.

**MAIN OFFICE: TOLEDO 4, OHIO**  
**110 OTTAWA STREET • PHONE GARFIELD 3781**

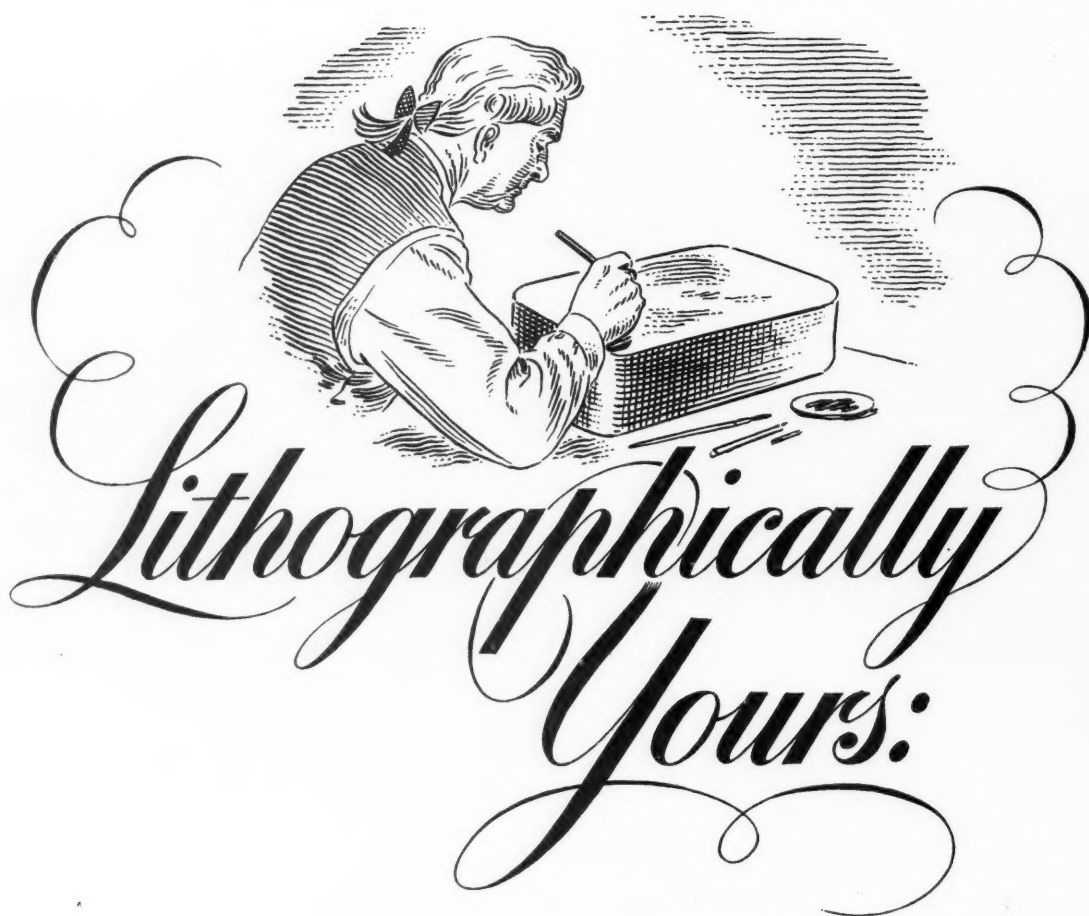
**NEW YORK OFFICE**  
148 West 23rd Street  
Phone Chelsea 3-5309

**DETROIT BRANCH**  
825 West Elizabeth  
Phone Randolph 9122

**CHICAGO OFFICE**  
201 North Wells Street  
Phone Randolph 5383

*Graphic Arts Corporation OF OHIO*  
MAKERS OF FINE PRINTING PLATES  
TOLEDO • NEW YORK • CHICAGO • DETROIT

REPAIRS AND  
SUPPORT FOR GRAPHIC  
TECHNICAL EQUIPMENT



Although RUTHERFORD has fabricated equipment for other industries, it has always specialized in the manufacture of machinery for lithographic reproduction.

We welcome inquiries and any opportunity to make our experience available to those with plans or problems that involve the lithographic process.

You are cordially invited to discuss your plans with RUTHERFORD — our advice places you under no obligation.

*Rutherford Machinery Division*

100 SIXTH AVENUE • NEW YORK 13, N. Y.



CHEMICAL  
CORPORATION

*To Protect an "Ideal"*

Riverside Mill — Built 1892



The above illustrations show sections of our extensive laboratories. Here, experienced technicians test raw materials, supervise paper qualities and maintain constant development research.



This mark is your assurance of quality in paper.

### *in making Eagle-A Fine Papers*

In 1892 Julius H. Appleton built the Eagle-A Riverside Mill with the craftsman's ideal of making the finest papers. He would have appreciated the benefits of our modern laboratory controls to further his ideal.

Today, our completely equipped central laboratory, supplemented by individual mill laboratories, tests raw materials, controls production quality and does research development. Thus, the highest standards and consistent qualities in Eagle-A Papers are protected.

## EAGLE-A TROJAN BOND

laboratory controlled, is a 25% Cotton Content Paper that experienced buyers specify for letterheads and everyday business use.

Combining smart appearance with economy — Eagle-A Trojan Bond is a paper of proven performance, both on the presses and in the mails, giving it nation-wide acceptance.

For all types of business forms, as well as letterheads with envelopes-to-match, recommend Eagle-A Trojan Bond. Ask your Eagle-A Paper Merchant for samples.

*Also available in EAGLE-A TYPEWRITER AND BOXED PAPERS*

# EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE MASSACHUSETTS

When Writing These Advertisers, Please Mention THE INLAND PRINTER

# It costs less to do your perforating with the Rosback Pony Rotary



## TODAY IT TAKES CLOSE FIGURING

**TO SHOW A PROFIT . . .** The closer you figure your perforating costs the more certain you will be that only the Pony Rotary provides today's answer to perforating at a profit.

Even if you have only a small amount of perforating, it isn't the number of jobs or the length of runs but rather the "cost per job" that is important. Actual tests prove that time and labor costs with the Pony Rotary average only  $\frac{1}{4}$  to  $\frac{1}{3}$  as high as with rotary slot or vertical bar perforators. Even in smaller plants time and labor savings of  $\frac{2}{3}$  to  $\frac{3}{4}$  add up into important figures so rapidly it is not unusual for a Pony Rotary to write off its purchase price in only a few months of operation.

Pony Rotary Perforators are back in production once more. Orders are being filled in rotation just as fast as we can obtain materials. If you haven't yet placed your order for a Pony Rotary we suggest you consult your Rosback dealer *today*.

**F. P. ROSBACK COMPANY • Benton Harbor, Mich.**



**WORLD'S LARGEST MANUFACTURERS OF PERFORATORS, GANG STITCHERS AND PAPER PUNCHING AND DRILLING MACHINERY**

**W**hen you meet a porcupine  
Treat him with respect.  
Far too many points, and fine,  
He can fast inject.



### **MANY FINE POINTS**

There is one, prime reason why printers and buyers of paper have plenty of respect for Eastern's Atlantic Bond . . . it has far too many fine points to be ignored.

It is clean, crisp, fresh in its appearance. It has a uniform surface, free from wrinkles, waves, and lint. It is sharply and cleanly cut along the edges. It gives top press results with a minimum of makeready, stoppage or waste. And it is genuinely watermarked, not on but *in* the paper, with weight indicated for the paper.

All in all, Eastern's Atlantic Bond has all the fine points that a fine paper should certainly have.

**EASTERN'S**  
*Atlantic*  
*Bond*

**MADE BY EASTERN CORP., BANGOR, MAINE**

## EASTERN MILL BRAND LINES

ATLANTIC BOND ★ ATLANTIC ANTIQUE LAID  
ATLANTIC LEDGER ★ ATLANTIC Mimeo BOND  
ATLANTIC DUPLICATOR ★ ATLANTIC MANIFOLD  
ATLANTIC COVER ★ ATLANTIC MANUSCRIPT COVER  
ATLANTIC VELLUM ★ ATLANTIC DUROPAKE  
ATLANTIC LETTERHEAD BOX  
ATLANTIC BOND ENVELOPES  
ATLANTIC BOND CABINET STATIONERY  
ATLANTIC BOXED TYPEWRITER PAPER

A complete line of dependable, standardized business papers

VOLUME BOND ★ VOLUME BOND ENVELOPES  
An inexpensive, dependable watermarked  
Eastern Mill Brand Paper

MANIFEST BOND ★ ★ ★ MANIFEST Mimeo BOND  
MANIFEST LEDGER ★ MANIFEST DUPLICATOR  
MANIFEST BOND ENVELOPES

The leading Mill Brand Line in the Economy Group

The above Brand names are registered trademarks

## EASTERN MILL BRAND MERCHANTS



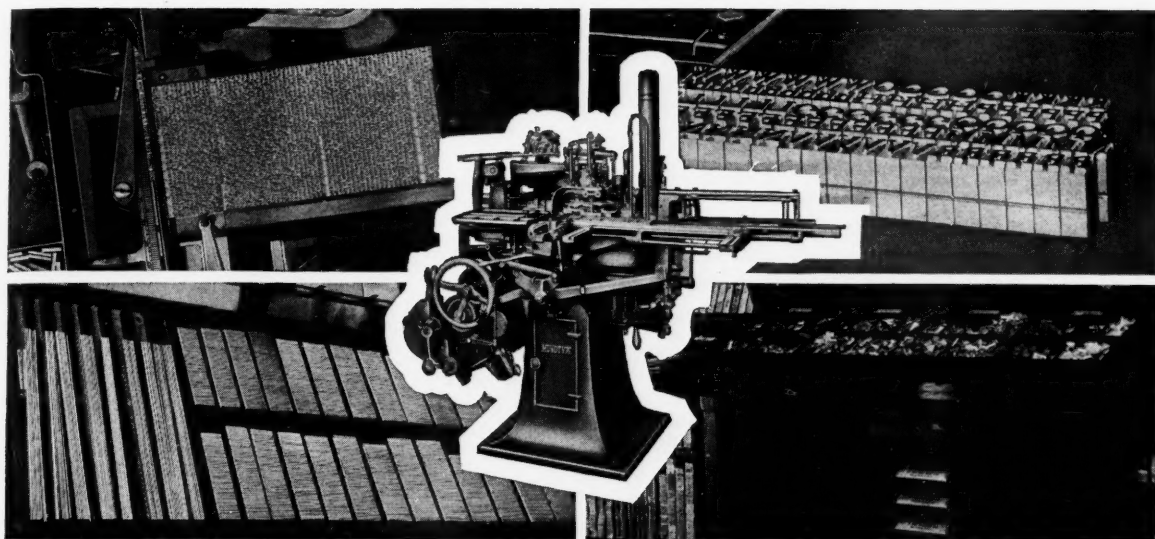
Akron.....The Millcraft Paper Co.  
Albany.....W. H. Smith Paper Corp.  
Alexandria, La.....Louisiana Paper Co.  
Atlanta.....Sloan Paper Co.  
Baltimore { .....Baltimore Paper Co.  
                  .....Henry D. Mentzel & Co.  
                  .....The Mudge Paper Co.  
Baton Rouge.....Louisiana Paper Co.  
Birmingham.....Sloan Paper Co.  
Boston { .....John Carter & Co.  
                  .....Century Paper Co.  
                  .....Cook-Vivian Company  
                  .....Von Olker-Snell Paper Co.  
Bridgeport.....Lott-Merlin, Inc.  
Bristol, Va.....Dillard Paper Co.  
Buffalo.....Franklin-Cowan Paper Co.  
Charlotte, N. C.....Dillard Paper Co.  
Chattanooga, Tenn.....Sloan Paper Co.  
Chicago { .....Carpenter Paper Company  
                  .....La Salle Paper Company  
                  .....Reliable Paper Co.  
Cincinnati.....The Johnston Paper Co.  
Cleveland.....The Millcraft Paper Co.  
Columbus.....Sterling Paper Co.  
Dallas.....Olmsted-Kirk Company  
Denver.....Dixon & Company  
Des Moines.....Pratt Paper Company  
Detroit.....Chope-Stevens Paper Co.  
Fort Wayne.....The Millcraft Paper Co.  
Fort Worth.....Olmsted-Kirk Company  
Greensboro, N. C.....Dillard Paper Co.  
Greenville, S. C.....Dillard Paper Co.  
Hartford { .....John Carter & Co.  
                  .....Henry Lindenmeyr & Sons  
Houston.....L. S. Bosworth Co.  
Indianapolis { .....Indiana Paper Company  
                  .....MacCollum Paper Company  
Jackson, Miss.....Townsend Paper Co.  
Jacksonville, Fla.....Graham-Jones Paper Co.  
Jamestown, N. Y.....The Millcraft Paper Co.  
Kansas City.....Birmingham & Prosser Co.  
Little Rock.....Arkansas Paper Company  
Los Angeles.....Carpenter Paper Company  
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Milwaukee.....Wisconsin Paper & Products Co.  
Minneapolis.....Carpenter Paper Company  
Monroe, La.....Louisiana Paper Company  
Muskogee.....Muskogee Paper Co.

Nashville.....Bond-Sanders Paper Co.  
Newark.....Central Paper Co.  
New Haven...Whitney-Anderson Paper Co.  
New Orleans.....Alco Paper Co., Inc.  
                  .....Berman Paper Corp.  
                  .....Forest Paper Company  
New York { .....Majestic Paper Corp.  
                  .....Milton Paper Co.  
                  .....A. W. Pohlman Paper Co.  
Oakland.....Carpenter Paper Company  
Omaha.....Field Paper Co.  
Philadelphia { .....Molten Paper Company  
                  .....The J. L. N. Smythe Co.  
Pittsburgh.....General Paper and Cordage Co.  
Portland, Me.....C. H. Robinson Co.  
Portland, Ore.....Carter, Rice & Co. of Oregon  
Providence, R. I.....Narragansett Paper Co.  
Richmond.....Virginia Paper Co.  
Roanoke, Va.....Dillard Paper Co.  
Rochester.....Genesee Valley Paper Co.  
St. Louis.....Shaughnessy-Kniep-Hawe Paper Co.  
St. Paul.....Carpenter Paper Company  
San Antonio.....Shiner-Sien Paper Co.  
San Diego.....Carpenter Paper Company  
San Francisco.....Carpenter Paper Company  
Seattle.....Carter, Rice & Co. of Washington  
Shreveport.....Louisiana Paper Co.  
Springfield, Mass.....Whitney-Anderson Paper Co.  
Stamford, Conn.....Lott-Merlin, Inc.  
Tampa.....Graham-Jones Paper Co.  
Texarkana, Ark.....Louisiana Paper Co.  
Toledo.....The Millcraft Paper Co.  
Trenton.....Central Paper Co.  
Tulsa.....Tulsa Paper Company  
Waco, Texas.....Olmsted-Kirk Company  
Washington, D. C.....Virginia Paper Company  
Wichita.....Southwest Paper Co.  
Worcester.....Butler-Dearden Paper Service  
York, Pa.....The Mudge Paper Co.

Monterrey, N. L., Mexico.....Carpenter Paper Company

★ ★ ★

EASTERN CORPORATION DISTRICT SALES OFFICES  
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## THE *Monotype* Meets Three Important Composing Room Needs

### ☆ *Machine Typesetting*

It sets type in all measures up to 60 picas wide in all sizes from 4 to 18 point. Straight matter, tabular and intricate work, ruled forms, rule-and-figure work—in fact, all kinds of composition—are done with unequalled facility and speed. The Composition Caster can be equipped to make display type, leads and slugs.

### ☆ *Type for Hand Composition*

The Display Type Attachment enables the Monotype Typesetting Machine to cast new type, quads, spaces, special characters and decorative material for hand composition in all sizes from 4 to 36 point. More than 350 series of type faces and 7500 ornaments and borders are available. Many good faces may be rented.

### ☆ *Materials for Make-up*

Equipped with Lead, Slug-and-Rule Molds and with the Operating and Cutter Attachment the same Monotype will make rules, leads and slugs in all sizes from 1½ to 12 point—delivered by the machine in continuous strips or automatically cut to desired labor-saving measures. No other typesetting machine embodies so many profitable and serviceable functions.

*Only the Monotype  
combines these three  
important functions  
in one machine*

**LANSTON *Monotype* MACHINE COMPANY**

MONOTYPE BUILDING, TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA 3, PENNSYLVANIA

Composed in Monotype 20th Century Family and Monotype Stylescript, No. 425

# Crane's Papers

*for many uses  
stem from cotton  
and linen fibres*

Crane holds fast to its 145 years of making papers from cotton and linen fibres *only* for the sound and practical reason that no other materials can give paper the same enduring quality, the same distinctive, distinguished character.

With hands of skill, on modern machines, Crane converts these fibres—born of the soil and the sun—into papers for business, personal and social use. Some are thin papers; some are papers of greater substance; all are papers that will stand the test of time and usage... speak for you as you would speak for yourself... carry your words and records into the years to come. In buying paper, the Crane watermark is your guide to papers of traditional quality produced in the modern manner.



*The initial sale is the one that costs you time and money and, most likely, some plain, hard plugging. Once on your books, properly serviced, it becomes a matter of pride and a source of profit. Getting and keeping business is materially helped by the paper you recommend and use. With Crane's, you have a quality asset; one that helps you turn out your best work; keeps your customer satisfied. It is a matter of record with many printers that business obtained and serviced with Crane's stays in the shop for years. If that is the kind of business you like, we suggest that you show your next prospect for letterheads some examples of Crane's.*

**CRANE'S FINE PAPERS • MADE IN DALTON, MASSACHUSETTS • SINCE 1801**

**SAM'L BINGHAM'S SON MFG. CO.**

MANUFACTURERS OF

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LITHO-OFFSET ROLLERS**

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NON-MELTABLE  
FABRIC-COVERED  
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**ROLLERS**

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COMPOSITION  
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NATURAL RUBBER; VULCANIZED OIL  
**FOR EVERY PRINTING PURPOSE**



**WE ARE NOW MAKING COMPOSITION ROLLERS  
FOR WINTER USE**

**SHIP YOUR OLD ROLLERS**  
TO FACTORY MOST CONVENIENT TO YOU

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CHICAGO 5  
CLEVELAND 14  
DALLAS 1**

**DES MOINES 2  
DETROIT 10  
HOUSTON 6  
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**KALAMAZOO 12  
KANSAS CITY 6  
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**OKLAHOMA CITY 6  
PITTSBURGH 3  
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*Roller Makers since 1847*



*Illustrated is the Model 18 Acraplate with 24" x 20" platens and 180 tons pressure capacity. Acraplates are available in a complete range of sizes up to 36" x 28" platens, with pressure capacities up to 320 tons.*

## A Good Idea for 1947 ACRAPLATE

During 1946 many progressive printing plants in the United States and Canada installed Acraplate equipment...and discovered the many ways in which this equipment increases plant capacity and efficiency. For rubber plates made on the Acraplate save space, time and money in these demonstrated ways...

- Eliminate the profitless investment and costly storage of standing forms. Resinous matrices can be stored indefinitely in  $\frac{1}{4}$  the space and weigh only about  $\frac{1}{30}$  as much.

- Permit many more jobs to be run in multiple with resultant saving in press time.
- Yield definite savings in ink and make-ready costs.
- Sheets lie flat after printing due to extremely light impression and elimination of embossing, thereby speeding up gathering and jogging.

Any of these savings is mighty important today. Enjoy all of them plus others in 1947. Write for detailed information about the Acraplate... the complete range of models available...how they operate...what they can do for you. Write to Lake Erie for these facts—today!



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*papers*

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**ME.:** C. M. Rice Paper Co.; C. H. Robinson.  
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With a steel priority second only to construction, America's farm-equipment industry is plowing its way to a billion-dollar-a-year business . . . and needing a rich harvest of many papers to cultivate its growth.

To supply the papers for such firms as International Harvester, Deere, Case, Oliver, Caterpillar, and others is no small assignment in itself, for farm equipment is only one of America's sprouting and expanding markets.

"Paper Makers to America" is determined to do its part, and is already expanding to do so . . . and

as soon as the plague of shortages is under control, there'll be as big a crop of Mead Papers of the Mead, Dill & Collins, and Wheelwright lines as any industry may need. Meanwhile, Mead merchants the nation over can keep you informed about the present availabilities of "the best buy in paper today."

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# YOUR Enthusiastic C

## **CINCINNATI**

**Alfred M. May**

"Your good man 'Friday' spent a day at our plant, demonstrating our new Baum Folder which is a 'honey.' He gave the head bindery girl, the cutter, and the co-up boy instructions and today all three run the machine like experts. We have been buying Baum Folders ever since you started in business a quarter of a century ago and the last two were bought sight unseen. This new model is a world beater and will enable us to give that good service which is expected from the Alfred M. May Company. You are not only building the finest folding machine that money can buy but you have proven yourself not only a boon to the printing industry but a real friend to the printer."

## **DALLAS**

**Dallas Trade Bindery**

"Have worked on every make and type and size Folding Machine personally but the Automatic Baum is the fastest and most all-around Folder ever built. A large part of our work is very hard to handle jobs that other folders cannot touch. On a million run of sheets 21" long folded two up and slit I averaged 20,000 an hour ... 7,000 inches of paper folded per minute."

## **NEW HAVEN**

**City Printing Co.**

"With labor shortages and skimpy paper, this Automatic Baum has performed wonders with its speed of operation, folding, pasting, to eliminate costly stitching and above all the simplicity and speed with which it can be swung from four pages to sixteen to eights, etc. I don't mind telling you, having operated all types of folders myself, that I think the Baum can whip the pants off any machine on the market."

## **COLDWATER, MICH.**

**Patterson & Co.**

"Your folder is such an efficient perforator, I wonder why you don't advertise it as a perforator with folding attachment ... even if it is the world's best folding machine."

## **NEWTON, KANSAS**

**Herald Book & Printing Co.**

"Our operator took to the Baum like a duck to water. The Folder has been kept busy every minute ... always 44 hours every week and sometimes more. We not only do all our own folding on it but do the folding for six other plants. It is our best investment in the plant. The Baum is the answer to all folding problems."

## **ST. PAUL**

**Northern States Envelope**

"We actually do get 32,000 folded sheets an hour. It seems unbelievable but we have timed the machine again and again. We make millions of envelopes with the flaps open. We run them through the Baum Automatic and - presto - the flaps are down. We print bank deposit slips that we use the Baum to score and perforate. We fold order blank envelopes including turning down the single thickness flap on the four thicknesses of paper. The Baum does 'EVERYthing'."

## **RICHMOND**

**Williams Printing Co.**

"We fold, trim, and perforate at a speed beyond ordinary conception. Forms which formerly took us six and seven hours we now complete in one and one half hours, changing from one size or one character of fold to another. The delivery is really a picture and regardless of the speed it only requires one girl and I must say one girl with very little experience. After the machine is set one girl can operate it."

## **KANSAS CITY**

**Schiffman Printing Company**

"When the new folder was installed we put on a run of 500,000 which he handled superbly at an average speed of 20,000 per hour. Also numerous other jobs including a large onion skin sheet. From our point of view it appears that the Baum Company has achieved perfection in the manufacture of folding machines. Incidentally we uncased it and set up the machine ourselves without any 'expert' assistance."

# Competitors Joyfully Say—

## **NEW YORK CITY**

**Raymond Service, Inc.**

"Enclosed find an order for another Baum Folder, similar to the one recently delivered. Your folder is undoubtedly the greatest piece of mechanism that we have ever had experience with. Were we compelled to give up any essential machinery we would rather sacrifice any three other machines to one of your folders. Its efficiency and ease of operation give us a genuine thrill and all the men in the shop feel the same about it."

## **MILWAUKEE**

**Badger Ruling Co.**

"After using the 25 x 38 Baum on all kinds of jobs and comparing it with any folder ever built, we feel we owe you an honest expression. The constant accuracy, the real saving of folding, pasting and trimming and the gang parallel folding and cutting on accurate bleed forms, etc. have been a real life-saver to us and our customers. A real machine at an honest price."

## **SACRAMENTO**

**Silvius & Schoenbacher**

"We have three other folding machines but since we installed the 25 x 38 Baum it is safe to say that the Baum takes 75% of our folding. It must be good to do that when the competing machines are in the same shop."

## **WASHINGTON, D. C.**

**Frank Shiery Printing Co.**

"In three years our Sextuplet has paid for itself many times over. An onion-skin job that no one else in Washington could fold was duck-soup for the Baum. I folded 100,000 sheets in 3½ hours, including setting up time."

## **NASHVILLE**

**Lallyet & Rogers**

"Your New Baum Folder has been in operation for several weeks and it is the first piece of post war equipment we have received. You have done two things — built a darn good machine and delivered the machines out in the field, where they are needed. The Folder does all that you represented it would do, and this letter is in appreciation of your solving our bindery problems."

## **PHILADELPHIA**

**Service Co.**

"Enclosed find check for the 17 x 22 and 25 x 38 Baum Folders just installed. We now have all the sizes you build, including 22 x 28 and the 14 x 20 that we installed nine years ago and on which we have folded billions of sheets. The first Baum enabled us to increase our business 35% to 40% and give quality and top service to our customers."

## **COLUMBUS, INDIANA**

**Avery Press**

"The Octuplet is in place and running. How we got along without it will always be one of those unanswered questions. The ease of setting up and the speed with which the machine does an accurate job is nothing short of miraculous. We have always had a Baum Folder in the plant from the time of the old hand feed down to this new Automatic Octuplet."

## **NEW YORK CITY**

**James Gray, Inc.**

"As you know, we have been using Baums for 25 years. I wouldn't dare put in writing how little these machines cost us. I know one thing, however, we have undoubtedly made fifty times in net profit, the amount we invested in them."

# **RUSSELL ERNEST BAUM**

**615 CHESTNUT STREET · PHILADELPHIA 6**

# More of Your Enthusiastic C

## **PLAINVILLE, CONN.** **Plainville Printing Co.**

"Just completed a 200,000 run on our New Baum Automatic. We are at a loss for words in the praise of this wonderful Automatic Machine. It should be called Baum's Atomic Folder for that is just what it is. Such speed, accuracy, perfect registration we have seen in no other folder. When we operate this little money-maker at 20,000 per hour it seems as though she is running at about 60,000. The astonishing thing about it all is that it is accurate at any speed. Every printer should have one for it is worth its weight in gold."

## **OSHKOSH** **Miles Kimball Company**

"We have made money on everything that we ever bought from Russell Baum and will make more money than ever on this new folder. I would be less than fair, if I didn't express my appreciation of the integrity with which you make your goods, the fairness at which you price them and the extreme co-operation with which you service them."

## **GLOUCESTER, MASS.** **LePage's Inc.**

"For 20 years we used the hand-fed Baum before trading it in on your Automatic. This Automatic works like a greased eel and is certainly saving us some real folding money."

## **DENVER** **Gates Rubber Co.**

"The new 25 x 38 Baum solved our increased production necessities in our bindery. Savings by folding, pasting and trimming almost unbelievable. Perforating and scoring cannot be equalled."

## **RUSSELL, KY.** **The Baptist Examiner**

"The Baum Sextuplet that we have been using for eleven months has not only paid for itself but paid tremendous dividends above its actual cost. We are pleased, satisfied and happy to be the owner of the All-Buckle Baum."

## **NEW ALBANY, INDIANA** **The Baker Company**

"We certainly appreciate the fine service you rendered in sending us new bevel gears by return mail which have put this folder of ours back in perfect shape. We have used it for a matter of at least 25 years and we certainly admire you taking care of trouble of this sort after this long period of use of this worthwhile Baum Folder."

## **SAN MATEO, CALIF.** **National Federation of Small Business**

"Our membership outnumbers that of any other business or trade association in the entire nation, and the Baum has certainly solved many problems in our mailing department. The much greater speed relieved a very serious bottleneck. Furthermore its great ease of operation overcame the problem of requiring an experienced folding machine operator. The Baum Folder certainly solves the problem."

## **LEXINGTON** **W. S. Welsh Printing Co.**

"Enclosed find check for the sweetest running folder we have ever seen. It is all that you claim for it and well worth the wait."

## **LOS ANGELES** **John D. Roche, Inc.**

"The Baum Folder has given us incomparable service, and it is unquestionably the finest folding machine I have encountered in my long experience in the printing trade."

## **EVANSVILLE, INDIANA** **Krieger-Ragsdale Co.**

"My superintendent said last night, 'It would sure be a pretty sight to see ten of these folders in a row running at full speed.' I don't think there is enough printing business in the world to swamp ten of your New Baum Folders. The second job we put on our New Baum was folded two up and split giving us 30,000 per hour and we didn't have it wide open because it was a new machine. How can we get that production elsewhere in our plant?"

# **Competitors Joyfully Add-**

## **COLUMBUS, OHIO**

### **Heer Printing Co.**

"We congratulate you in bringing the Baum to our attention. In the mad rush to get printing out on time, it enabled us to get the jobs out sooner than anticipated. If the printers throughout the country become acquainted with these new model Baums, they will find them of tremendous help."

## **SPENCER, IND.**

### **Farm Bureau Printing Corp.**

"All the worrying, tugging, scraping, begging and the like which you put into getting our folder built and delivered has not been in vain. It is all the more appreciated because of all the new equipment we ordered, yours was the first to be installed. We thank you for all the personal interest you took in this one order. It is already proving a most profitable purchase for this plant."

## **BALTIMORE**

### **Schneidereith & Sons**

"The 22 x 28 All Buckle Baum which we have been using for six years is the most efficient unit in our operation ... so relevantly simple to operate; accurate and giving excellent production."

## **HOLYOKE, MASS.**

### **Pratt & Austin**

"The Baum Folder is a necessary piece of equipment for papeterie plants. Its accuracy enabled us to displace several girls formerly used for hand-folding fine stationery, which operation previous to the arrival of the Baum Folder had been one of the bottlenecks in our plant. We are so pleased with the Baum's performance."

## **BOSTON**

### **Knapp Brothers**

"The manager of our Printing Department said, 'Of all the machines we have, our Baum Folder is the best.' When you get such an enthusiastic statement as this from the man who operates the machine and he labels it 'tops' of all those he uses, nothing more need be said."

## **WESTFIELD, MASS.**

### **Sterling Press says . . .**

"Four years ago when I installed the Baum I was pretty well sold on another type of folder, but as time goes by I realize how wrong I was. The Baum Folder surpassed all my expectations. I feel it is only fair to tell you how well it has served us with its speed, dependability and accuracy."

## **WASHINGTON**

### **Thomas Adams & Davis**

"Our 25 x 38 Baum arrived Saturday afternoon. We erected it Sunday and started it on a 24 hour per day grind and we can't tell you how elated we are to have this fine machine. The most surprising thing is the sturdiness with which it is built, viz., much heavier than any folder we have ever seen, and this, no doubt, accounts for its smoothness of operation, producing accurately, productively and economically."

## **MEMPHIS**

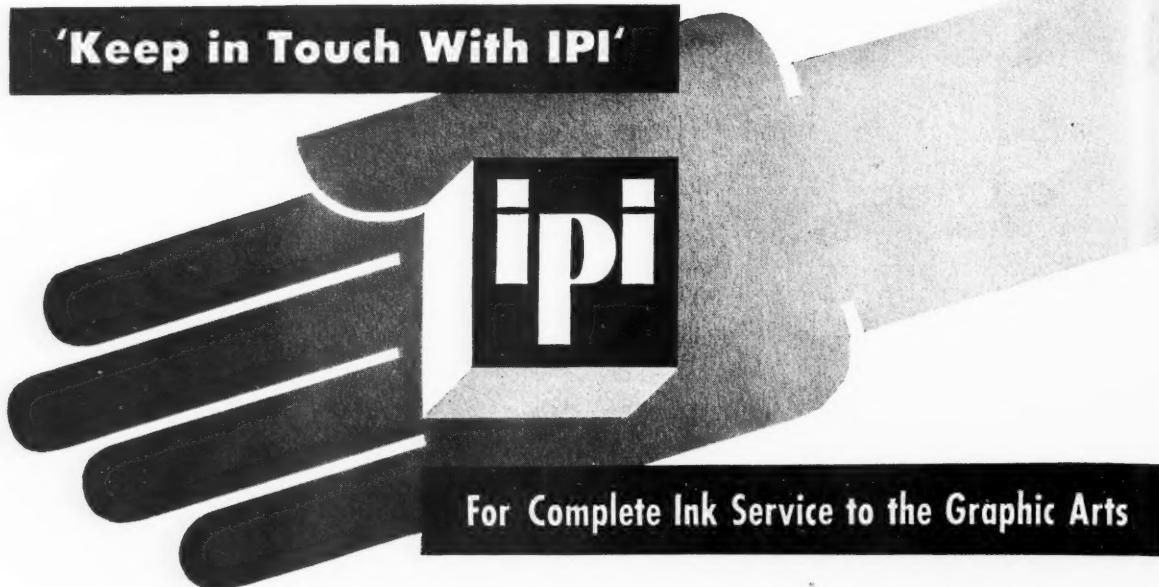
### **B. Lowenstein, Inc.**

"The Baum Folder we paid \$295.00 for 21 years ago is still operating and our survey shows that we have saved \$12,000 with its use. However, we are going to accept your offer of a \$50.00 allowance and trade it in for your New Model."

# **RUSSELL ERNEST BAUM**

**615 CHESTNUT STREET · PHILADELPHIA 6**

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**For Complete Ink Service to the Graphic Arts**

**HOLDFAST\* HALFTONE BLACKS—**

Superior inks for cleaner printing of halftones. Will dry in 4-6 hours without application of heat, and much faster with heat. Formulations for every type of press work and for special processes requiring non-rub, non-scratch, and hard-drying properties.

**EVERYDAY\* INKS—**Developed specially for Miehle verticals and horizontals, Kellys, Miller Simplexes, Kluges, and similar type presses. A group of 53 popular inks, packaged in handy, ready-to-use form. Include a large selection of colors, blacks, whites, and compounds. Carried in stock in one pound and five pound containers. Readily available at all IPI branches.

**VAPORIN\*—**Instant-drying inks for publication printing on high-speed, web-fed presses.

**GEMTONE\* INKS—**Fast drying inks developed for use on sheet-fed rotary presses. Dry without special heat equipment, develop a noticeably bright, clean color and high finish.

**CARTON INKS—**For folding and set-up cartons and packages.

**BAG INKS—**For printing on cotton bags for sugar, flour and other materials. Also wash-out inks which may be removed easily by washing. Fast drying inks for paper bags.

**ANILOX\*—**New pigmented aniline inks for better fastness to light and sharper printing on plain or coated paper, board, cellophane, glassine, acetate, foil, and other materials. Even fine type can be printed clearly with Anilox inks used in the Anilox system.

**INKS FOR ALL TYPES OF PACKAGING**

—Inks for printing on can labels; cigarette and bread wrapper inks; metal decorating inks for cans, bottle caps and other metal surfaces; fast drying inks for bags.

**NEWS INKS—**High speed rotary press inks for clearer impressions and better results on newspaper stocks. Wide range of news blacks. Service stations conveniently located throughout the country.

**SPEED-LIMIT INKS—**Dry with lightning speed on coated papers without the application of heat; stay open for long periods on the press.

**WEB PRESS COLORS—**Inks for all types of color newspaper printing, including process, halftone, and run-of-paper colors.

**OFFSET INKS—**Inks which have been developed specially for better offset printing on all types of stocks and materials. Developed and press-tested in the IPI Research Laboratories and in actual commercial use. Offset Color Guide designed to meet the specifications suggested by 536 representative lithographers.

**VAPOLITH\*—**Quick-drying inks for high-speed, web-fed offset presses.

**LITHOGRAPHIC SUPPLIES—**A wide range of lithographic supplies, including brushes, sponges, molletons, plates, marbles for plate graining, Aquatex, Dampabase, fountain and plate etchers, tusche, blankets, sewing needles, etc.

**OVERPRINT VARNISH—**Quality finishes for all overprinting work.

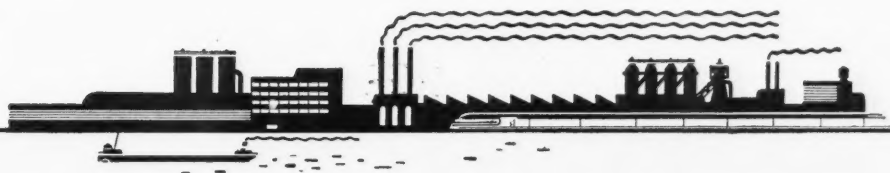
\*Reg. U. S. Pat. Off.

*These are representative of the principal IPI products. If your requirements involve special formulations, or any IPI inks or ink supplies not listed here, get in touch with your nearest IPI representative or write us direct. IPI, through its branches in principal cities, will be glad to service your ink requirements in any phase of the graphic arts.*

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**DIVISION OF INTERCHEMICAL CORPORATION  
350 FIFTH AVENUE, NEW YORK 1, N. Y.**

**BRANCHES CONVENIENTLY LOCATED IN 29 PRINCIPAL CITIES**



# Catalogs

During the past several years, catalogs, for all practical purposes, have become the forgotten selling tool. The reasons are obvious. Today, however, manufacturers are clearing the decks for intensive selling action.

New or improved products, new channels of distribution, new sales personnel—these are but a few of the factors that will determine the pattern for catalogs of tomorrow.

Above all, these catalogs must be highly informative. They must help the salesman tell his story quickly and convincingly. Liberal use of cutaway views, exploded views, diagrams, dimensional drawings and any number of equally effective illustrative techniques will be used to back up the salesman in his efforts to provide the buyer with the information he needs.

In situations like these, the offset lithographic process scores most heavily. It produces sharp, clear impressions... it minimizes plate costs... it permits effective and, at the same time, economical use of color... its greater speeds cut down press time.

On the new Harris 17 x 22", single-color offset press, featuring four form rollers, trouble-free adjustments and speeds up to 7000 iph., these advantages are readily turned into profits. As money-making units in any size shop devoted exclusively to offset, or for combination letterpress and offset shops, the Harris 17 x 22" gives you a better run for your money.



FOR MANUFACTURERS



FOR DISTRIBUTORS

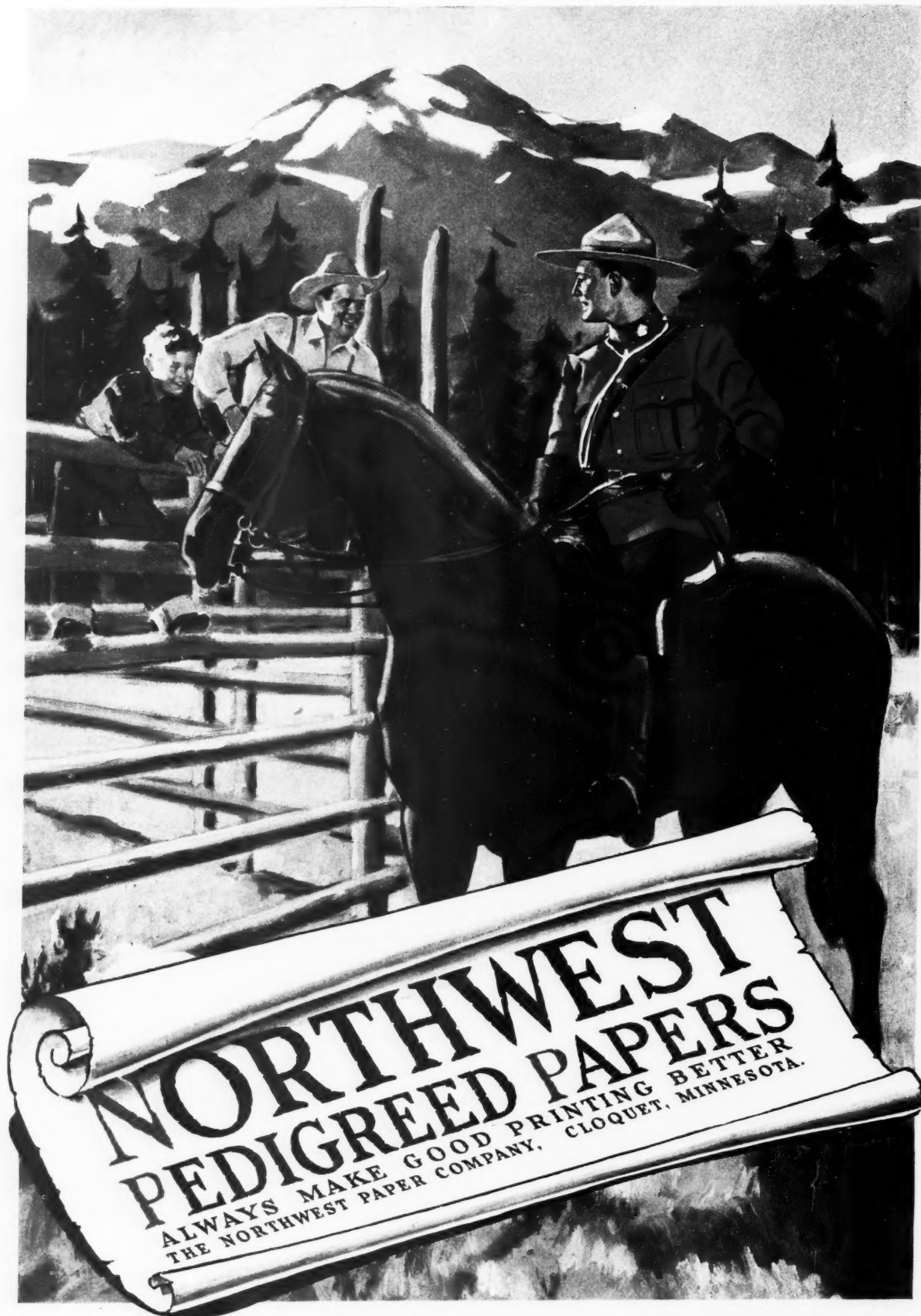


FOR RETAILERS

## HARRIS-SEYBOLD

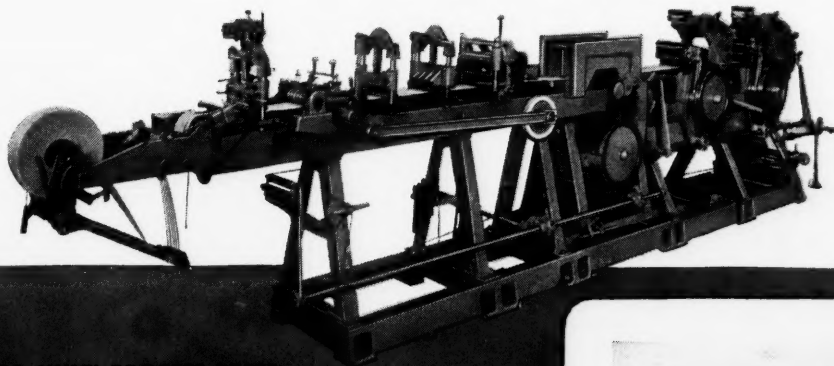
HARRIS PRESSES • SEYBOLD CUTTERS • OTHER GRAPHIC ARTS EQUIPMENT

Harris-Seybold Company • General Offices, Cleveland 5, Ohio



# NEW ERA...

**PRESSES for Special and General Commercial Printing**



## NEW ERA MULTI-PROCESS PRESS

A flat-bed, web press for producing specialties—Tags, Tickets, Checks, Labels, Book Match Covers, Zig-Zag and Snap-Out Forms, small Carbons, etc.—with units for printing operations such as perforating, punching, slitting, numbering, die-cutting, scoring and reinforcing or inserting metal cycles. Prints from type, engraving, electrotype or rubber plates. Register is quick and accurate—slides in or lengthwise of web. Speeds up to 6,000 impressions per hour.

## NEW ERA TAG PRESS (Size 9 x 12)

Prints shipping or merchandise tags on paper or cloth at speeds of 15,000 to 45,000 per hour, depending on size of tag. Handles from No. 1 to No. 6 tags; printing six on each impression; any number of colors on either or both sides of web. Attaches reinforcement patch and eyelet; punches out tag corners; perforates, slits, numbers, and trims, as required. Delivers finished tags individually or gang-cut.

## NEW ERA TABULATING CARD PRESS

A web-fed machine, with operating speed of 15,000 cards per hour. Prints, numbers, cuts corners and cuts off to a tolerance plus .000" and minus .005". Operation electrically controlled, including method of finding holes or patches in web as it passes into the press, also equipped with an automatic counter.

## NEW ERA COLLATING MACHINE

11" by any length up to 12" width. Eliminates hand collating for snap outs and continuous forms using a web feed. Operates at speed up to 6,000 sets per hour. Equipped to collate 13 webs or 7 paper and 6 carbon webs and cuts off—singly, gangs or zig zag folded. Can be equipped to gum along the web, wire staple across or along the web, perforate, punch and slit.

## NEW ERA CARBON PROCESSING MACHINE

(Size 13 x 28)

Processes carbon paper for use in zig zag folded, continuous forms. Length of fold can be varied from 4 1/2" to 11". Operating speed up to 6,000 folds per hour, depending on condition of carbon and length of fold.

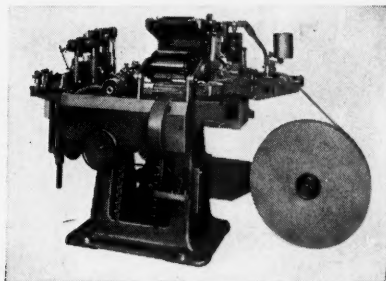
Send for Bulletin on any or all of these presses.

**NEW ERA  
MANUFACTURING  
COMPANY**

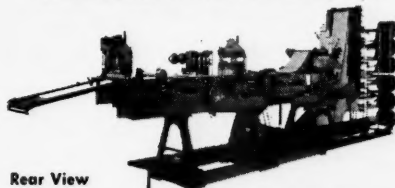
375 Eleventh Ave., Paterson 4, N. J.



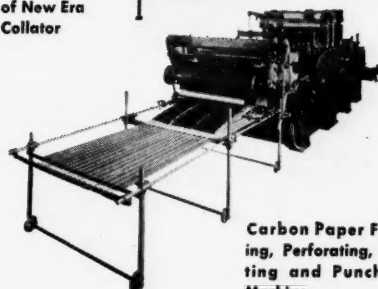
Two-over-one 12" x 12" New Era Tag Press



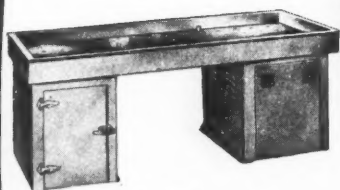
Operating Side View of Tabulating Card Press



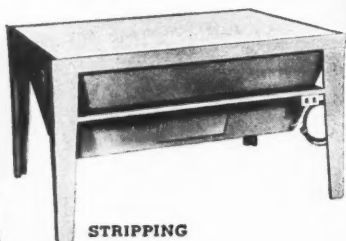
Rear View of New Era Collator



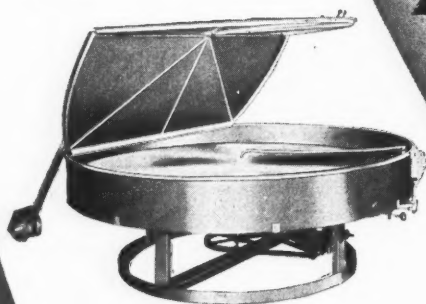
Carbon Paper Folding, Perforating, Slitting and Punching Machine



TEMPERATURE  
CONTROLLED  
SINKS



STRIPPING  
TABLES



WHIRLERS



VACUUM  
PRINTING FRAMES

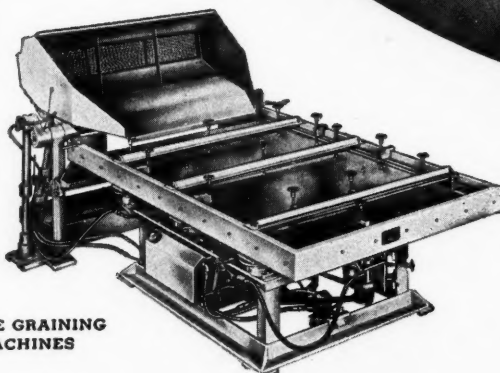


PLATE GRAINING  
MACHINES

*For Offset Plate Making*

**ALL  
DOWN  
THE  
LINE**

THERE'S A  
*Zenith* PRODUCT  
TO DO YOUR WORK

→ *Easier*  
→ *Better*  
*and more*  
→ *Efficiently*

→ EARLY DELIVERY

→ QUALITY PRODUCTS

→ OFFSET PRESSES REBUILT

Complete facilities for  
machining, metal spraying  
and cylinder grinding

**ZARKIN MACHINE CO., INC.**

335 E. 27th St., New York 16, N. Y.

Phone LExington 2-0052

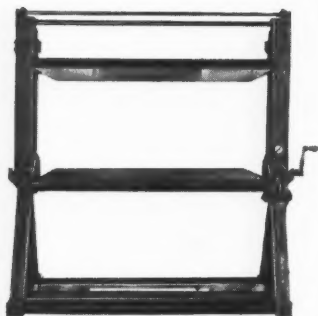
## Let Us Keep Faith



In this, the nineteen hundred and forty-sixth anniversary of the birth of Christ, let each American rededicate himself to faith in God—faith in this great nation of ours—faith in his fellowmen—and faith in himself. In these confusing times, let us remember that the foundation of our country was laid on Christian precepts, faith, courage, foresight, and freedom from tyranny. Let us, then, on this natal day of our Redeemer, pray for His guidance that we may have strength, courage, and understanding to carry on the faith of our fathers.

INTERNATIONAL PAPER COMPANY

# Are you contemplating OFFSET OR PHOTO-ENGRAVING PLATE MAKING



**If so,** it will pay you to investigate the modern up to date Douthitt Products. Cameras complete, Vacuum Printing Frames, Plate Whirlers, Contact Printers, Temperature Controlled Sinks for processing negatives, Camera and Lens Controls, Silvaloy Silver Bath Holders, Plate Developing Sinks, Ink-Up Tables and Plate Coolers—everything for the Plate Making Department, including chemicals and supplies.

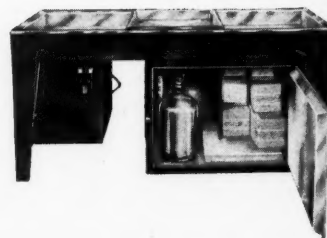
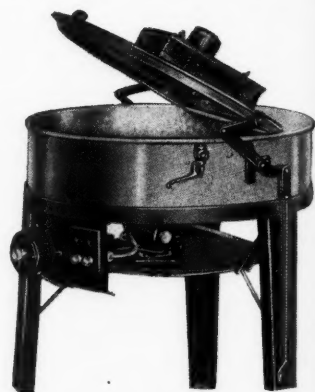
Designers and manufacturers of "Plate Making Equipment" for Lithography, Photo-Engraving, Photo Gravure, Silk Screen process and kindred arts.

We are always striving to make the most efficient and economical products for each individual operation.

Send for our catalog and look over our products before deciding to purchase any other.



## THE DOUTHITT CORPORATION



650 WEST BALTIMORE AVENUE, DETROIT 2, MICHIGAN

# CHAMPLAIN ROTOGRAVURE DID THESE...

**FASTER!  
BETTER!  
CHEAPER!**



Clear, colorful, accurate work, produced speedily, economically, with extreme simplicity of operation, is the inherent advantage of rotogravure. Now, *standard* Champlain Rotogravure Presses bring you even *greater speed...better work* at even *greater economy*. They deliver rewound or sheeted—or, at your option, directly to standard Champlain units for slitting, punching, embossing, scoring, applying glue, or perforating in a continuous in-line operation! Here are the Champlain features that speed printing *and fabrication* on so many kinds of work:

● **"SPEEDRY"**... a fully enclosed ink fountain permits the use of highly volatile, fast-drying inks—a superior method of ink application exclusive with Champlain on presses for these types of work.

● **LO-TEMP DRIERS**... dry ink at amazingly low temperatures, using a high velocity balanced air system.

● **360 DEGREE RUNNING REGISTER CONTROL**... push button control corrects color register instantaneously. Or, *automatic* registration can be provided with Registon, Champlain's electric eye control for maintaining hairline register at high speeds.

● **CONTROLLED IMPRESSION REGISTER**... electric and hydraulic control maintains uniform pressures—high or low—to fractions of a pound.

● **UNIQUE BREAKER ROLL DESIGN**... allows raising or lowering of impression roller without disturbing web tension or register.

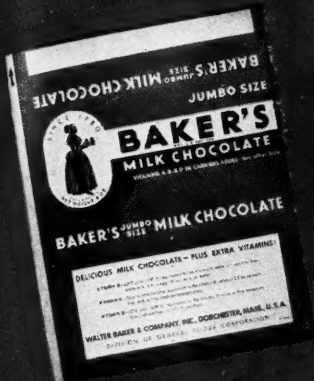
Champlain Rotogravure Presses are already demonstrating their mechanical precision in the production of many nationally known wrappers and labels. They are suitable for many commercial printing jobs as well. Let Champlain Rotogravure Presses do *your* multi-color printing too... faster, better, cheaper.

CHAMPLAIN COMPANY, INC., 88 LLEWELLYN AVE., BLOOMFIELD, N. J.

## CHAMPLAIN ROTOGRAVURE PRESSES

rotogravure at its best

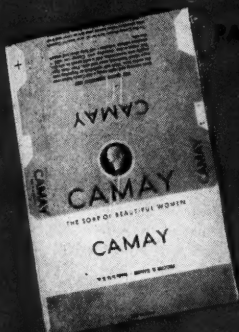
*Speedy*



METALLIC



GLASSINE



PAPER



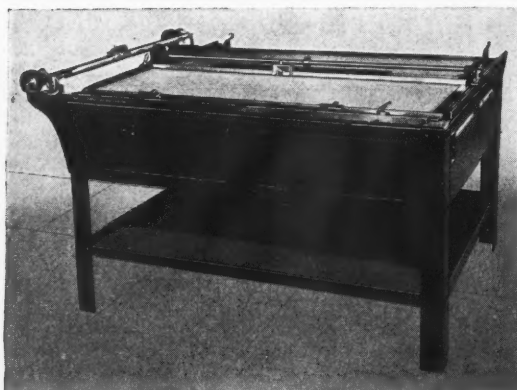
CELOPHANE



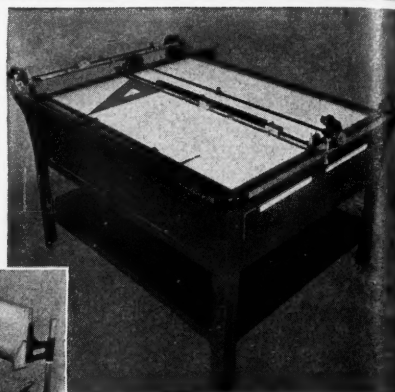
BOARD



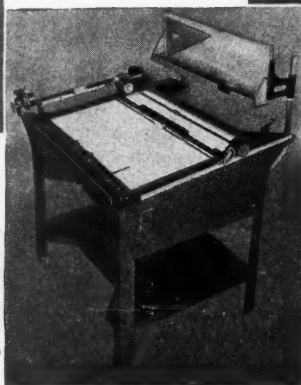
WAXED  
PAPER



*Line-Up and Register Table*



*Photo-Lith Layout Table*



*Offset Table*



## Give You Greater Accuracy ...Faster...At A Considerable Saving!

**Get Greater Accuracy.** Nothing is more accurate than a metal straightedge operating in a machine-cut geared track . . . and only Craftsman Tables offer this built-in accuracy. Also, because register and line-up are checked at the imposing stone . . . BEFORE trouble develops . . . you are assured of accurate line-up.

**Save Line-Up Time.** Craftsman's geared accuracy eliminates unnecessary time and effort. All working parts move smoothly, easily and with precision accuracy. Visible scale markings and automatic ink liners save the stoneman's time . . . save you money.

**Step Up Profits.** Increased accuracy, reduction of waste from spoilage, time saved in aligning and layout, reduce your costs . . . allow you greater volume and help step up your profits.

**Assure Hairline Register.** Craftsman Tables give you greater accuracy in register, easier and quicker. Users claim saving up to one-third of their former line-up time.

**Press-Waits Eliminated.** Presses are never held idle when Craftsman Tables are used to prepare the strike sheets. From

these precision strikes the forms are checked and correcting or "shifting" is done on the stone BEFORE the forms are put on the press. Thus, press tie-ups are eliminated.

**Bindery Time Saved, Too.** Jobs printed from Craftsman aligned sheets are delivered with all margins exactly alike, thus eliminating spoilage in folding due to shifting of guides for various size stock. With Craftsman Tables every form of the job is keyed to the ONE strike and fed to the same points of contact on the press as on the table.

**Simple to Operate.** Craftsman Tables are so simple to operate that unskilled workers become proficient in their use in a short time.

**Versatile.** Combination guides and clamps are adjustable to take any size sheet from postcard size to the full limit of the working surface.

**Prevent Eyestrain.** Fluorescent lighted compartment gives diffused shadow-free light without glare or heat . . . through ground glass top . . . yet sharp and clear for accurate work.

### The Offset Table.

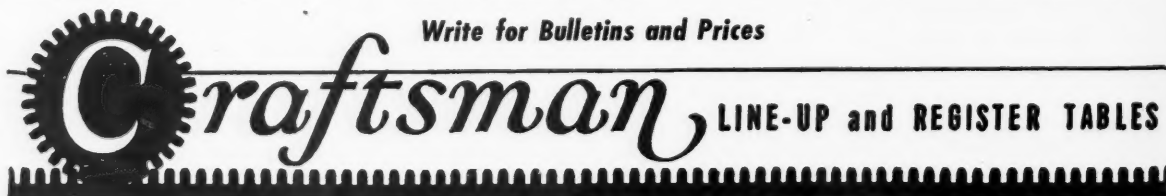
For preparation of copy, multiple and color layouts, combination and cross-ruling forms, masking and opaquing, register and mechanical check-up work. Will handle paper or  $\frac{1}{8}$ " thick glass with constant and unvarying precision.

### The Photo-Lith Table.

Complete machine for painstaking, accurate operations of precise plate-making. For line-up, registering, negative and plate ruling, copy-layouts, masking, stripping and opaquing. Handles work  $\frac{3}{4}$ " thick with same accuracy as paper.

### The Standard Table.

Used by the Letterpress Printer to meet all line-up and register requirements. Many features of the Photo-Lith Table are omitted on the Standard Model as they are not required for letterpress work.



CRAFTSMAN LINE-UP TABLE CORPORATION • 49-59 RIVER STREET • WALTHAM 54, MASS.

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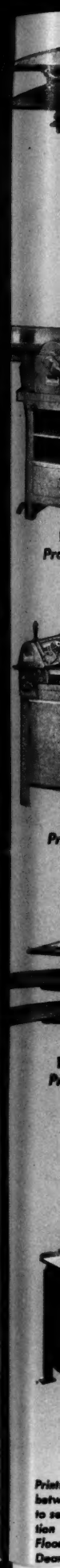
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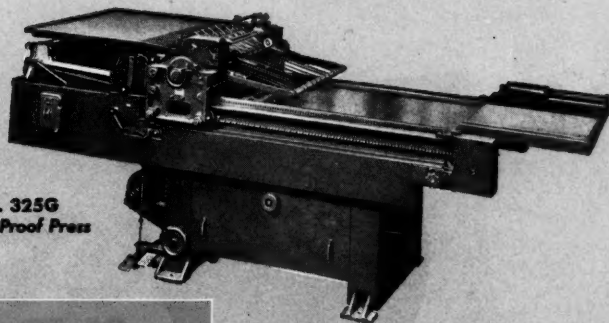
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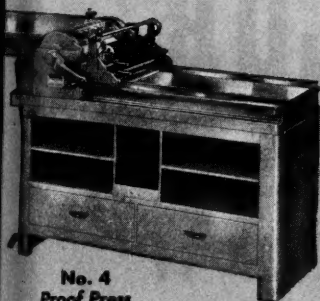
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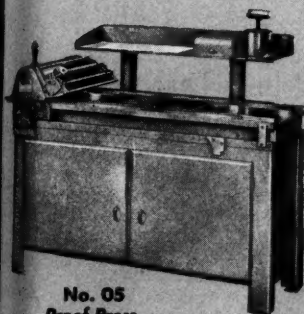
No. 325G  
Hand Proof Press



No. 325G  
Power Proof Press



No. 4  
Proof Press



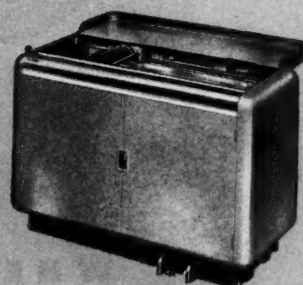
No. 05  
Proof Press



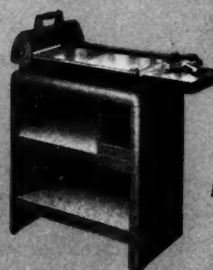
No. 219  
Proof Press



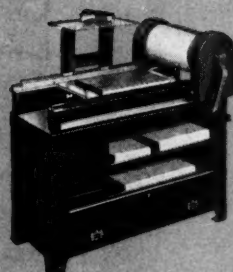
No. 2  
Proof Press



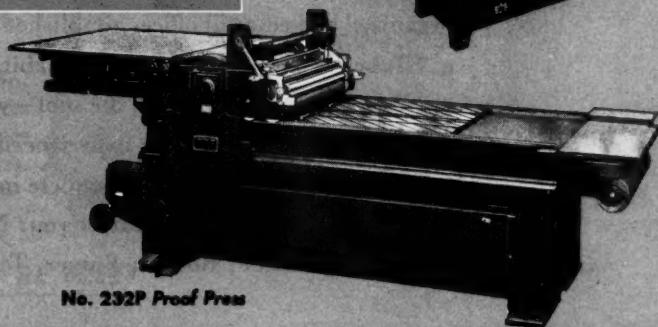
No. 23  
"Safe Electric"  
Proof Press



No. 0  
Proof Press



No. 14  
Proof Press



No. 232P Proof Press

*Ask . . .* for  
Descriptive Catalog of  
Vandercook Proof Presses.

To speed up deliveries,  
we have just begun pro-  
duction in a second plant  
here in Chicago.



**VANDERCOOK & SONS, INC.**

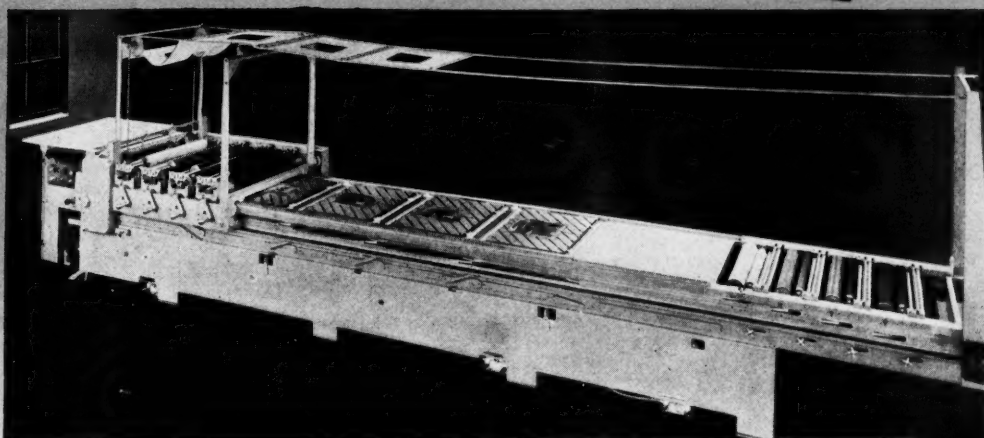
Main Office and Plant

900 N. Kilpatrick Avenue

Chicago 31, Illinois

No. 604 Four-Color  
High Speed Proof Press

Prints a 4-color proof within two seconds  
between first and last color. You are invited  
to see a color movie of this press in opera-  
tion at the Vandercook Display Room, 1st  
Floor Transportation Building, 630 South  
Dearborn Street, Chicago.





# SPOT COLOR

• • • ON THE SPOT •

**WHERE AND WHEN YOU WANT IT**

**H**UBER makes many types of ink—but *newspaper ink* is a Huber specialty and has been for over half a century.

Huber supplies black ink to leading newspapers in the United States and foreign countries. For example, 10 out of 13 Ayer Award winners used Huber ink. Through long experience and association Huber knows what newspaper publishers want and has set up an organization to exactly fit these needs.

So it's news—and good news!—when Huber provides “spot color” as well as black. For here is real newspaper color from the laboratories and factories of a company that knows newspaper needs. Here, too, is a distributing organization tailored to newspaper requirements—branch offices and warehouses in all newspaper centers; well organized and efficient offices established for many years. Working with newspapers is a “Huber habit”—a mighty good habit, too, in emergencies.

Yes, it's “spot color”—on the spot—where and when you want it—when you deal with Huber. Our *newspaper experienced* technical staff is at your disposal. For complete information address the branch office nearest you: New York; Chicago; St. Louis; Boston; Borger, Texas.



**HUBER PRODUCTS IN USE SINCE 1780**

# 2

## FREE TOOLS TO MAKE YOUR ESTIMATING EASIER!



**1. Paper Weight Calculator.** You'll agree it's the most convenient calculator you've ever used. Combines all the features you've always wanted. Gives *direct reading* for most-used grades (bonds, books, covers, index bristols). Handy. Desk size. Durable. A real time-saver in estimating ream weights of odd sizes.

**2. Hammermill Manual of Paper Information.** Revised. Up to date. Lists all Hammermill papers being made today. Hundreds of different items! Gives grades . . . colors . . . weights . . . finishes . . . sizes. You'll want to keep it on your desk for ready reference. Conveniently indexed for quick use.

**WRITE FOR THESE USEFUL TOOLS. THEY'RE FREE!**

*Send this coupon now*

### HAMMERMILL BOND

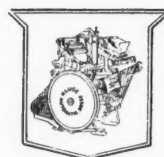
Hammermill Paper Company, 1601 East Lake Road, Erie, Pennsylvania  
Please send me—FREE—the HAMMERMILL PAPER WEIGHT CALCULATOR and the HAMMERMILL MANUAL OF PAPER INFORMATION.

Name \_\_\_\_\_ Position \_\_\_\_\_  
(Please attach to, or write on, your business letterhead)

IP-DE

# Kluge

## KLUGE PRESSES IN



Today, as for 25 years prior to the war, the name Kluge is a standard of quality for presses. Our production is steadily increasing and we welcome any inquiries as to your pressroom needs.

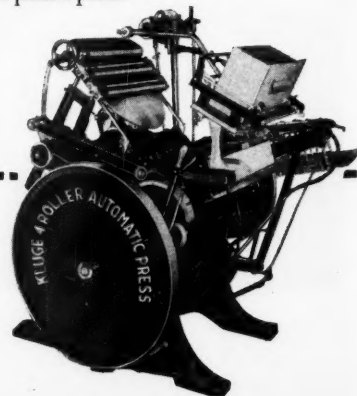


### DESCRIPTION

The KLUGE AUTOMATIC PLATEN PRESS is a complete unit built by Brandtjen & Kluge, Inc. It is manufactured in two sizes, 10x15 and 12x18 in several models. The standard model has an inking system with 2 distributor rollers, 4 form rollers and 3 steel rider and vibrator rollers. The 4-roller model eliminates the distributor rollers and rider and the fountain is mounted so that the top form roller contacts the fountain rollers.

### USES

The KLUGE AUTOMATIC PLATEN PRESS is exceptionally versatile and will handle automatically virtually any weight of paper from the lightest tissue to the heaviest card and board. Its unique distribution system and its absolutely rigid impression make it capable of producing printing long considered outside the scope of a platen press.



# PRODUCTION!

## SPECIFICATIONS

### DISTRIBUTION

2 distributor rollers with steel rider  
4 form rollers with 2 steel vibrators  
Controlled fountain rotation

### IMPRESSION

Stationary backshaft  
Locked throwoff  
5 platen adjusting screws

### CONSTRUCTION

4 piece frame  
Balanced flywheel  
Upper reciprocating parts aluminum wherever possible  
Extra heavy side arms, shafts and gears  
Double row ball bearing cam rollers  
Weight scientifically balanced with low center of gravity

### SIZES

12 x 18

Maximum sheet.....14 x 18½  
Minimum sheet.....2 x 3  
Inside chase.....12 x 18  
Inside skeleton chase....13 x 19  
Rollers diameter.....2 inches  
Net weight.....3450 lbs.  
Width (overall).....56 inches  
Length (overall).....82 inches  
Speed.....3000 per hour

10 x 15

Maximum sheet.....12 x 15  
Minimum sheet.....2 x 3  
Inside chase.....10 x 15  
Inside skeleton chase. 10½ x 15½  
Roller diameter.....1¾ inches  
Net weight.....2500 lbs.  
Width (overall).....48 inches  
Length (overall).....74 inches  
Speed.....3500 per hour

### OTHER MODELS

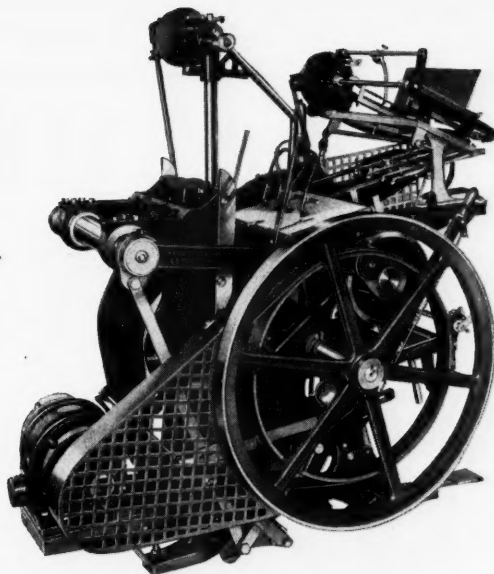
**DIE CUTTING PRESS.** This press does not have the inking system. A second flywheel with special bearing is added to the regular press to provide greater follow through on heavy work.

**COMBINATION DIE CUTTING & PRINTING PRESS.** This is the die-cutting press plus the standard KLUGE distribution system. Engineered for long life and economical production.

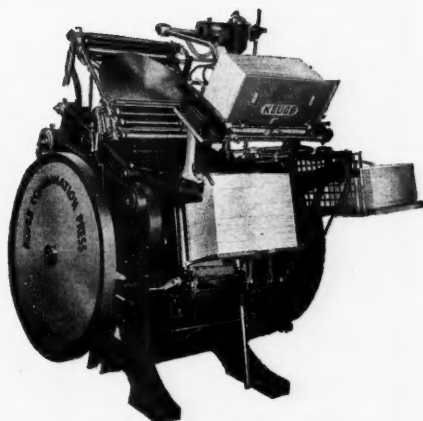
### KLUGE OPEN PRESS AND AUTOMATIC PLATEN PRESS FEEDERS

The Kluge 10 x 15 and 12 x 18 open press may be had with either four or six rollers. The Kluge Automatic Feeder is made to attach to either old series or new series C & P Platen Presses or Kluge Open Presses and is built for 10 x 15, 12 x 18 and Craftsman presses.

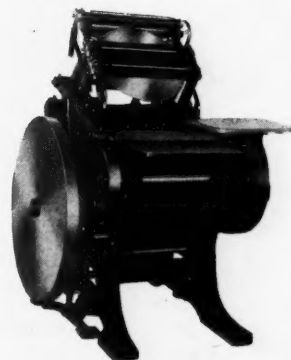
This automatic feeder makes an automatic unit out of an open press and greatly increases production. It will handle the same wide variety of weights and sizes of stock as the KLUGE FEEDER which is built into the KLUGE AUTOMATIC PLATEN PRESS.



Kluge Automatic Die-Cutting and Embossing Press



Kluge Combination Die-Cutting and Printing Press

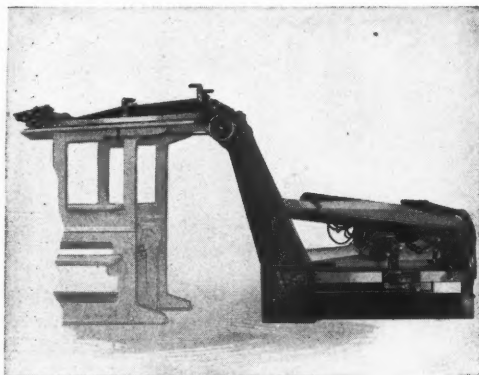


Kluge Open Press

## BRANDTJEN & KLUGE, INC.

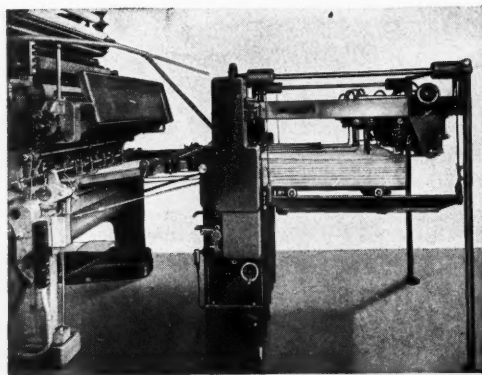
SAINT PAUL 3, MINNESOTA

# CHRISTENSEN PRODUCTS



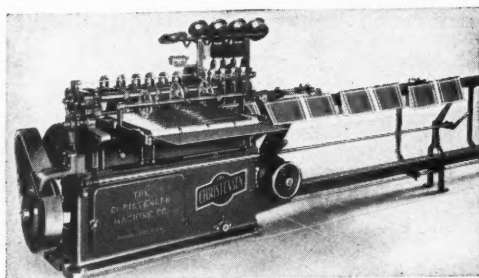
## CONTINUOUS STREAM FEEDER

Loaded from floor. Will feed at modern high press speeds with accurate register.



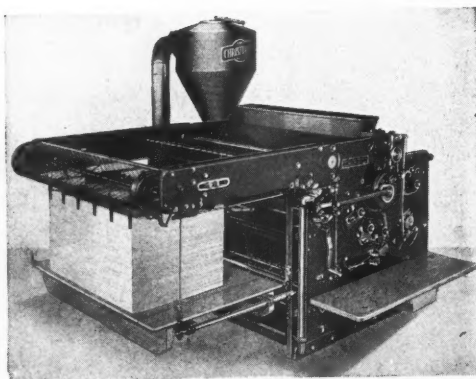
## PILE SUCTION STREAM FEEDER

A high speed stream feeder, used on offset and letter presses and other sheet-fed machines.



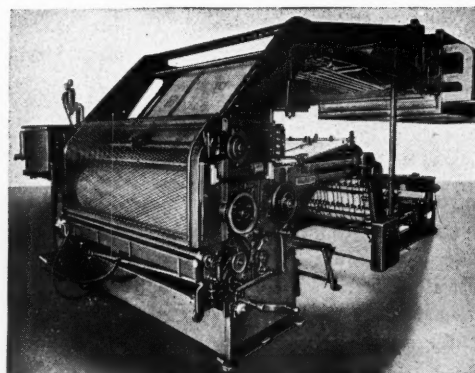
## GANG WIRE STITCHER FEEDER

Reduces to one operation the gathering and stitching of all classes of saddle-stitched work.



## BRONZER

For bronzing labels, calendars, greeting cards, etc. Keeps pace with modern high-speed presses.



## VARNISHING MACHINE

Furnished as complete unit with continuous feeder, drying oven and double delivery.

MANUFACTURED BY CHRISTENSEN MACHINE COMPANY AT RACINE, WISCONSIN

SOLD BY

DEXTER FOLDER CO. 330 W. 42nd ST., NEW YORK 18, N. Y.



## "This Printer's Got Ideas . . ." thought the Customer

Most printers today are far too busy to go looking for work . . . or to sit down and study the envelope business. Yet, the fact remains that *envelopes* are good door openers to new business. *Keeping in touch with envelope requirements puts you in touch with printing orders!*

With the new U.S.E. Envelope Analyzer Kit you don't have to "study the envelope business." We've done that for you, in a simple, easily-followed work

sheet format that gives you the answers to scores of questions: what kind, what size, what to print . . .

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—International Paper Company



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# The Inland Printer

LEADING BUSINESS AND TECHNICAL JOURNAL IN THE  
PRINTING AND ALLIED INDUSTRIES *J. L. Frazier, Editor*



## Booming Business in 1947 is Forecast by Leaders of Printing Equipment Industry

● **PRINTING VOLUME** is expected to continue at a high level during 1947, in spite of uncertainties in the overall economic picture. This is the feeling of representative leaders in the printing equipment industry, who base their opinions on information obtained through the close contacts of their organizations with thousands of printers in all parts of the country.

Numerous economists and business leaders in other fields profess to see in the recent stock market crash a sign of a business recession of at least short duration—similar to the one that followed World War I—before the national economy reaches the equilibrium necessary for a long period of prosperity. For the most part, however, a feeling of guarded optimism prevails, a belief that the unfulfilled demands for goods and services is so strong that the national economy will hold to a high level, unless another round of strikes occurs, which could cripple the nation and send it on a toboggan slide.

### Still Plagued by Shortages

Anticipating a continued demand for their products, printing equipment manufacturers are gradually stepping up their rate of production and delivery, and are making substantial progress in filling the backlog of orders which had accumulated during and since the war. They are still plagued by shortages of one kind and another which give them an unbalanced inventory of parts and the assemblies to complete any given unit, but in spite of these handicaps numerous companies are making deliveries in considerably greater volume than before the war.

The replacement and the expansion needs of the industry are so great, however, that it will take several years to meet them all.

### Watch Effect of Decontrol

Some manufacturers are hesitant about booking orders too far in advance, or setting prices now for future delivery without an escalator clause. An apparent reason for this is the unstable industrial situation. At this writing another coal strike is now under way. If it is prolonged, it will start up a "chain reaction" affecting the production of steel and other materials used in the fabrication of heavy equipment. Present production and delivery schedules would have to be extended still further, with the possibility that manufacturing costs would rise and the market demand ease off before deliveries could be made on some unpredictable future date. These manufacturers are therefore studying the financial risk that would be involved in setting fixed prices now. The long-range effect of price decontrol on the cost of basic materials will also have to be watched. It is too early to tell when and at what level prices will be stabilized.

Among the representatives of the printing equipment industry who see good business ahead for printers in 1947 is E. G. Williams, president of American Type Founders, Incorporated, and president of American Type Founders Sales Corporation.

"All reports from the twenty-two sales offices of the American Type Founders, and all indications from our customers," says Mr. Williams, "point to a continued strong de-

mand for printing during 1947. I can see no signs of any recession in this demand for the immediate future.

"In line with the increased markets for the products of printing," continued Mr. Williams, "the need for new and modern equipment and fresh supplies continues to grow, indicating that the printing industry is entering an era of expansion and prosperity. That some of this expansion will be proved ill-advised later cannot be denied, but it is heartening to note that most of it is necessary expansion in light of present and future business prospects. The replacement of obsolete and worn-out equipment is a natural consequence of the war years, and printers who are adding to their plant capacities for this reason are sure to be in a better competitive position later on."

### Unprecedented Production

Commenting on ATF's efforts to meet the demand for new equipment, Mr. Williams says that "since V-J Day American Type Founders has manufactured and has shipped hundreds of new printing presses and several million pounds of printers' type and other supplies. We are now producing these products at a rate unprecedented in the history of this company and will continue to produce them at an accelerated rate in 1947. This will enable us to reduce our backlog of orders.

"Many improvements have been made in ATF presses and it is gratifying to say that we are today making better presses than ever before in our company's history. In 1947 we will introduce a new, high speed 12 by 18 cylinder job press, and pro-

duction of these units will greatly increase the total number of units we expect to ship during the next twelve months."

Regarding the general business outlook, Joseph T. Mackey, president of the Mergenthaler Linotype Company, says that "Peace—Production—Prosperity" should be key words to be considered in any attempted estimate of the future.

"Any over-all economic picture must certainly look toward these three factors for encouragement," says Mr. Mackey. "If the new trend in national events can be further encouraged by more international understanding, if peace among the countries can be marked by peace within the industries, then production and prosperity must necessarily follow apace."

As for the graphic arts industries, Mr. Mackey believes "the prospects for printing and publishing remain wholly encouraging—if granted any reasonable approach to the general business activity in something approximating the norms of the nostalgic past. A lot of printing will be needed and the volume of publishing will continue even if conditions remain abnormal."

Speaking of his own company's program, Mr. Mackey remarks that "the continuing volume of orders received reflects the needs of composing rooms everywhere and the prosperous condition of the graphic arts industries. Needs accumulating throughout the war period, orders placed in great volume since the war add up to a capacity load for our factories for months ahead.

"Our production, however, now is somewhat handicapped by shortages of materials, by transportation tie-ups, and by many other uncontrollable factors. Like all other manufacturers we must often disappoint our impatient customers, most of whom, however, are both understanding and tolerant."

#### **Fill Immediate Needs**

In answer to a question as to what new products the company might be planning for the future, Mr. Mackey replied that "under the present conditions we feel that our first duty to composing rooms is to fill their immediate needs before we can assign any production capacity to the new ideas, in type faces or in the mechanisms, on which the war period did not prevent some continuity of design and planning. Such developments of ours will be announced at the appropriate date."

"The present economic situation is so fluid that any prediction can

only be stated in the most general terms," says Joseph L. Auer, president of R. Hoe & Company, Incorporated, "but the longer-term outlook for the graphic arts industry is definitely favorable, notwithstanding numerous temporary retarding factors. Considerable growth is indicated for the next several years.

"At the present time Hoe has an unprecedented volume of orders on its books, involving both large and small rotary presses, as well as the auxiliary equipment for letterpress, rotogravure, and offset printers. The inquiries for additional equipment are being maintained at an all-time high level.

#### **Hoe Outlook Favorable**

"As to deliveries, we in the printing industry are confronted by the same problems that face industry in general. However, careful planning during the closing months of hostilities enabled us to resume production of printing equipment early in September of 1945. This schedule involved the placing of substantial raw material orders prior to V-J Day for postwar delivery as well as the preparation of a time-table for plant reconversion which included an extensive expediting set-up. This preparation and reconversion planning has enabled us to maintain deliveries on a substantial basis and also to rebuild our badly depleted inventories during our past fiscal year which ended on September 30. Barring unforeseen work stoppages, capacity output in the present fiscal year is anticipated and we estimate that it will be more than double the 1946 rate."

Discussing specific items of equipment, Mr. Auer says that "all of our large prewar rotary printing presses have been redesigned with a view toward more efficient operation and easier maintenance, and high sustained quality production."

One redesigned machine Mr. Auer mentions is the company's new color-convertible newspaper press with standard black units engineered to allow for the simple addition of the color cylinders as needed without changing cylinder caps, guards, or gearing. The first such press is now being assembled in the shop and is expected to be installed in the customer's plant in January. Each month thereafter the shipments of similar presses will be made on a greatly accelerated basis. The company has also nearly completed a new design of newspaper color press which will be the forerunner of several hundred of this type of unit now scheduled for shipment during 1947 and 1948.

"New designs in both the rotary letterpress color printing machines and web color gravure presses are also in production in substantial quantities to meet the pent-up demand for the large installations for the ever-mounting circulations of a number of our leading publications," Mr. Auer reports. "Over a hundred units of machines in this category will have been shipped out during the current calendar year and, again, barring unforeseen work stoppages, we should see a substantial increase of such shipments in the calendar year of 1947."

Hoe is also building a group of 50 by 72 sheet-fed offset printing press units which are scheduled for late 1947 delivery. Some of these, built to operate as six-color presses, will be the first of their type printing more than four colors. The company is also making a new web offset jobber, designed to run at speeds from 10,000 to 30,000 impressions an hour. It will utilize less than twenty-five square feet of floor space, is fully automatic, capable of feeding rolls of paper from 10 to 14 inches wide, and is equipped with a fixed sheet cut-off of 8½ inches. The press is adaptable to letterheads, business forms, cards, inserts, handbills, and other small jobs requiring one color on one side of the finished sheet.

#### **Others See Good Year**

Most of the major manufacturers of equipment announced expansion plans during 1946 and report they are stepping up production and delivery of machines as fast as manufacturing conditions will permit. Speaking at the NAPL convention in Washington, Harry A. Porter, the vice-president in charge of sales of the Harris-Seybold Company, said that "substantial shipment volume of new as well as prewar models is now being attained despite the most restrictive manufacturing conditions we ever experienced." Several hundred Harris presses and Seybold cutters were delivered in 1946 under the company's purchase proposal plan.

As a part of its postwar expansion program, Harris-Seybold concentrated facilities for the production of the large size presses at the Harris Division in Cleveland, and assigned the manufacture of small presses to the Seybold Division in Dayton, where space and facilities became available following the sale of the Morrison stitcher business to the Acme Steel Company, Chicago. Dayton and Cleveland engineers worked together for many months on the development of the firm's

new line of both 17 by 22 and 21 by 28 offset presses, said Mr. Porter, and now for the first time in the history of the company, the offset presses will be completely manufactured in Dayton as well as in Cleveland.

The Miehle Printing Press and Manufacturing Company is now beginning to deliver in good volume, Carlton Mellick, sales manager, reported in October at the NAPL convention. Miehle has only recently announced the introduction of its new high-speed typographic flatbed press, the Number 29, which handles sheets up to 22 by 28 and has a production speed of 2,500 to 4,500 impressions per hour. Deliveries

tries able to pay more than Government ceilings here permitted.

#### Moderate Price Increase

Improvement of paper supply as a result of more pulp from overseas should be felt about May or June of 1947, it is estimated. Baltic ports are frozen in all winter, beginning in January, so that it will be late April or May before pulp negotiated for during the winter will reach paper mills here. Movement of substantial tonnage of pulp into this country in the Spring will coincide with the increased productive capacities of paper mills. Many paper manufacturers have been modernizing their papermaking facilities and install-

ate consideration will be given to their effect on the national economy and on the industry. . . . The pulp and paper industry, as one of the major industries of the country, can, I think, in the main be depended upon not to take advantage of a situation which . . . will be of a temporary nature."

The attitude of leaders in the pulp and paper industry toward the pricing of paper in a free market was expressed in a letter to the OPA from the Over-all OPA Advisory Committee for Pulp and the Paper Products, sent October 30 when the industry was seeking decontrol. In his statement to the industry Mr. Tinker quoted the letter, which said in part:

"One question remains: would the pulp, paper, and paperboard industry, if given free rein, take advantage of the opportunity and charge 'what the traffic would bear' irrespective of the relation of prices of its commodities to those of other industries or to a reasonable profit? . . .

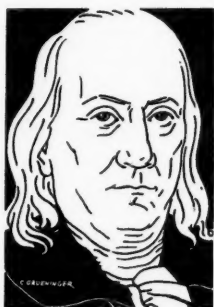
"We are sincerely and most earnestly of the opinion that any such fear or suspicion is groundless. We do not say that, in an industry comprising over 700 mills, large, medium sized, and small, a producer would never be tempted to and would not take advantage of a buyer's importunities and sell a particular order or even a series of orders at unreasonably high prices. But we are convinced that any such action would be a rare exception—so rare that it would have no real import in the general picture. We are convinced that the great majority of the producers would follow no such course.

"They would welcome the opportunity to restore an orderly production schedule and in doing so would establish an industry pattern which none could safely ignore. This would mean the resumption of production of the low end items to the benefit of the user.

#### To Produce Low End Items

The present and the future paper supply situation, and the effect that decontrol will probably have on the price of paper and the importation of pulp, are ably covered by Guy H. Beckett, vice-president of the Beckett Paper Company, in a letter to THE INLAND PRINTER.

"In our opinion the high rate of production of paper is very likely to hold up the balance of this year," says Mr. Beckett, "because the large self-contained mills still have their own pulp and are running seven days a week. They probably will not experience any let-down in production, particularly now that there is



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19TH ANNUAL

### Printing Education Week

Under the Auspices of the National Graphic Arts  
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JANUARY 13-17, 1947

are being made on the V-50 Vertical. In the offset field the company is manufacturing presses 42 by 58 and 52 by 76.

The backlog of orders for printing equipment has been so heavy that manufacturers since V-J Day have had to concentrate to a great extent upon the production of improved prewar models, leaving the development of more advanced machines to a later date. Numerous new items of equipment were introduced during 1946, however, as announced in THE INLAND PRINTER.

#### Paper Prospects Brighter

Both the supply and the price of paper will be affected by the decontrol of pulpwood, pulp, and paper which happened in November when President Truman abandoned all price controls except on rents, sugar, and rice. Because pulp and paper have been decontrolled now instead of some time in 1947, as was feared until recently, pulp import prospects for next year are much brighter. Contracts with Scandinavian countries are negotiated during winter months, and American importers are now free to bid upon the open market for supplies of pulp which otherwise would have gone to coun-

ing new machines at as rapid a rate as supply of materials permits.

A moderate increase in the price of paper can be expected—enough to enable the papermakers to recover their increased cost of manufacture since 1941, which they were not able to do under price ceilings—but the paper industry is not expected to take advantage of decontrol just because there is a seller's market for its products. One favorable result of decontrol will probably be an early trend away from the upgrading to the production of an increased tonnage of the more widely used types which manufacturers had to discontinue or limit because of the cost-price squeeze under the OPA.

The pricing policy that the paper industry will no doubt follow was reflected in a statement sent to pulp and paper manufacturers by E. W. Tinker, executive secretary of the American Paper and Pulp Association, in which he said that "with pulpwood, pulp, and paper products free from the price controls, the responsibility is placed upon individual units within the industry to determine policies that will stand the test of time. It is to be hoped that in establishing these policies appropri-

no control of prices. The smaller converting mills, however, have already had to cut back in their number of days of operation, some of them very seriously, although the total production of those converting mills will not very seriously affect the total output of all mills.

"There very probably will be some let-down in production in the first quarter of 1947 because most of the pulp contracts have been curtailed to some extent, some of them very seriously. Now whether this decontrol will bring in any Swedish or Scandinavian pulp is the question, and the whole production of paper depends on that one question. No one seems to be sure that will happen, and it must be kept in mind that the Baltic Sea freezes up in January and puts a very definite limit on the amount of pulp shipped from Sweden until sometime in late April or May. We feel very confident that some relief from this paper shortage will come around May or June, particularly now that decontrol has come to us so much sooner than expected."

#### **Cost-Price Squeeze Cited**

On prices in a decontrolled market, Mr. Beckett says, "I think I can speak for all paper mills in that we are not going to go crazy on this matter of price simply because the controls are off. There are too many of us who remember the bad months following World War I, and we are going to do everything in our power to keep that from happening again. It all depends, obviously, on what the pulp mills do, but they feel the same as we do, those in this country anyway, and will do what they can to hold the price of pulp down."

"Most foreign countries are still controlled by ceilings of their own, so there is a limit on where they can go in the matter of prices unless their own governments remove their own ceilings. In the long run this will level off, and the same thing will happen to paper and pulp that has happened to meat and other products."

A good illustration of the cost-price squeeze suffered by the paper industry during price control was given by Mr. Beckett at the lithographers' convention in Washington in October. Since 1941, he pointed out, pulp has increased from \$72.20 a ton to \$101.30, an increase of 37.8 per cent; the wages, \$31.20 per ton of paper produced to \$47, or an increase of 50 per cent; starch, \$62 to \$121.80, or 96 per cent; lumber, \$40 a thousand feet to \$86, or to 107 per cent; the rosin size, \$86.20 a ton to

\$184.20, or 114 per cent; coal, \$4.27 a ton to \$5.85, or 37 per cent; the clay, \$13.54 a ton to \$17.27, or 35 per cent. The cost of electric power has increased 19.4 per cent; freight about 11 per cent.

All this adds up, said Mr. Beckett, to an increase of \$49.31 a ton in the cost of making paper, which is just \$2.47 per hundred pounds of paper. Against this rise offset paper, for example, has increased in price on the basis of carloads, trimmed on skids, only 16 per cent or about \$1.45 per hundred pounds, which is a dollar less than the increase in cost. This does not take upgrading into consideration, where mills discontinued their lower priced grades.

#### **Can Take Care of Ink Needs**

The freeing of linseed oil from the price control on October 29 has taken the immediate pressure off a situation which had reached the critical stage and threatened for a time to force printing ink plants to shut down for lack of this important basic ingredient of printing inks. Commenting on the improved supply status, the National Association of Printing Ink Makers released a statement on November 7 which read as follows:

"Although the price of linseed oil has more than doubled since it was removed from the Government price control on October 29, the printing ink makers are beginning to find it again available from suppliers."

"As a result of the price 'squeeze' on crushers, who were caught between increased, decontrolled flaxseed prices and continued linseed oil price ceilings, based on a flaxseed price that was half of what it had been before the removal of ceilings, linseed oil production had come to a standstill."

"Now, however, even though the United States flaxseed crop for 1946 is smaller than that of 1945, supplies of linseed oil from domestic producers and Argentine imports are finding their way to the printing ink plants. Although linseed oil, an important drying oil for printing inks, is not expected to be in abundant supply for some time yet, the needs of the ink industry for the foreseeable future, at least, will be adequately taken care of."

The printing ink industry uses a comparatively small amount of linseed oil, needing only about 30,000-000 pounds a year as compared to 350,000,000 pounds for paint manufacture and 250,000,000 for linoleum.

Before ceilings were removed the situation had become so serious that the National Printing Ink Research

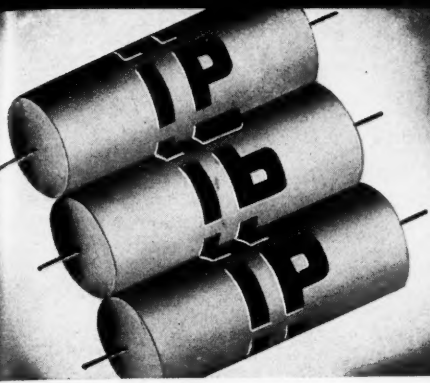
Institute, organized early this year at the Lehigh University by thirty-three cooperating manufacturers of ink, temporarily shelved all the other projects to concentrate on the development of substitutes or extenders of linseed oil. The National Association of Printing Ink Makers also revived its emergency wartime committee to assist in solving the problem. This committee is headed by Anthony J. Math, president of Sinclair & Valentine Company, who also was selected as the chairman of the board of directors of the Ink Research Institute.

Price decontrol will probably improve the long-range picture, by encouraging domestic growers to plant a larger acreage of flax and by stimulating more imports from Argentina. Even with the price barrier removed, however, this country's ability to obtain supplies in prewar volume from South America may be made more difficult for a time by the change in Russia's position in the world market. Russia was a big exporter of linseed oil before the German invasion, but now she goes to Argentina for the product, thus upsetting the prewar balance.

#### **Research Will Continue**

Although the acute pressure is off, the National Printing Ink Research Institute will continue its work on the problem in an effort to find alternates and extenders to supplement what may be a continuing tight supply of linseed oil. It might be able to develop a product that would be equally as good as linseed oil and less expensive. It will test the drying time, pigment wetting properties, and other characteristics of materials offered by printing ink raw material suppliers, as well as attempt to develop new ones. One of the substitutes that has been tried is soya bean oil, but this has also been in short supply. Attempts to use mineral oil, which is not a drying oil, as is linseed, have been frustrated because resins must be used with the mineral, but resins too have been scarce.

STRIPS of blotter 18 by 3½ inches were put to good (and unusual) use by Paul Dyal, the House of Dyal, New York City. The enameled side carried a poem written by Mr. Dyal telling how he used ads and blotters to "blow his horn" when there was nothing to sell during the war years. The strip was folded in half and the ends put together with a gold seal so that the recipient had a blotter of ordinary size, plain white blotting on each side. A spare gold seal was lightly attached inside at the end of the poem to use for resealing after breaking the first one in order to open and read the message.



# Offset

## Tracing Plate Troubles to Their Source

*By Charles F. King*

● WERE IT not for the fact that some semblance of dignity must be maintained in articles such as this, a suitable heading for this discussion might well be, "For Pressmen Only. Platemakers: Do not read." But since titles such as this usually have the reverse effect, that would hardly do either. It is not the purpose here to exonerate pressmen from all blame for plate failures, but instead to point out what can be expected from a properly made deep-etch plate. It is hoped that by explaining the nature of both the image and non-image areas of the plate, the pressman will have a better understanding of the materials he is handling.

### **Methods for Tracing Trouble**

With the exception of several frequently published check charts, this is perhaps the first attempt to give the pressman methods of tracing troubles to their source. Since charts must be brief, much is left to the imagination of the operator, and often it seems that it is possible to classify the difficulty under several headings, each of which gives a different cause and correspondingly a different remedy. As a result, the solution lies in a system of "cut and try." If runs are short, the work finally gets finished while the pressman is still fighting the job to keep it running. The next plate may work perfectly, while the one following may or may not. In any event, the problem was not solved, and the next time the trouble arises the same routine must be started all over again.

The operation of an offset lithographic press is not simple. In addition to the host of mechanical adjustments which can be made on a press, the pressman is expected to have a very complete knowledge of the ink, paper, fountain water, and

plates. Since each of these has a very definite bearing on plate life and the quality of the printing, this discussion will classify the various troubles on this basis.

Since fundamentally a pressman is supposed to be a mechanic, no attempt will be made to give instructions on how to set dampers, form rolls, or ink or water fountains. Nor will any lessons be given

graphs it will be assumed that these sources of trouble can be ruled out, and that only ink, paper, fountain water, and plates can be the cause.

The question of faulty plates always leads to ill feeling between the plateroom and the pressroom. One would think when listening to the platemakers that the pressmen in general were incapable of properly handling lithographic plates or that they took supreme delight in seeing how many plates they could spoil. Likewise when the other side of the story is told one would think that a platemaker enjoyed nothing better than to see a pressman scouring away on a plate in order to make it print. Too many faulty plates are sent to the pressroom, and good pressmen can and do occasionally spoil good ones, but "passing the buck" never solves the problem.

### **Platemaker Can Pre-test Plates**

In the preceding articles in this series, detailed instructions were given the platemaker on how to prevent most of the troubles which occur in the making of deep-etch plates. He was given tests to make on all plates leaving his department to determine whether they could be expected to print properly on the press. All possible difficulties which could arise could not be predicted, but the ones which seem to recur most frequently were discussed. As long as platemaking is composed of a series of hand operations (and there seems to be no likelihood of its being completely mechanized in the near future) errors and slip-ups in technique can be expected from time to time. However, if the pressman can recognize these as such, and know whether the plate can be saved, much press time can be saved. Hours will not be spent in trying to get a decent impression from an improperly made plate. In



concerning the building up of plate and blanket cylinders or other adjustments to give proper plate-to-blanket and blanket-to-impression cylinder pressures. These mechanical adjustments do play an important part in the life of any plate and are completely under the control of the operator. In the following para-

addition, the pressman will have the satisfaction of knowing that it was not his fault.

From all of the remarks which the writer has heard and overheard from time to time, many pressmen do have considerable trouble running deep-etch plates. Some of the older ones will say, "Oh, if I could only get plates that would work as well as the old hand-transfer plates used to!" Fundamentally there is no reason why a plate made by the gum process should not work every bit as well as a hand-transfer. In fact there are some very good reasons why it should work much better, providing, of course, it is made correctly. Any pressman who could successfully run the hand-transfer plates but continually has trouble with deep-etch is justified in feeling that the plates he has been receiving are at fault.

#### Good Plate Will Run 100,000

To the younger operators who have had no experience with hand-transfer work, perhaps further explanation should be given. If it is possible to start a plate and run five thousand sheets with no trouble, that plate should continue to give good impressions until it is worn so smooth it will no longer carry sufficient water to keep it clean. Well over a hundred thousand impressions can be expected from such a plate. To some this will sound fantastic, but editions of this size are commonplace in a great many shops.

The difference between correctly made plates and the one which appears to be good but is not, usually can be seen before the first few thousand sheets have been run. The three most common errors in plate-making technique are poor gumming, incomplete development, and the failure of the lacquer or lithographic base to adhere to the metal of the plate.

Ordinarily it should only be necessary for the pressman to go over the plate with a wet sponge to remove the asphaltum, drop the form rolls and dampers, and, after running a few lay-sheets, pull perfect impressions. A plate which does not respond to this treatment cannot be considered to have been sent to the press in proper condition. Had this plate been examined with a glass before it was put on the press, it is very likely that there would have been parts of the image areas which were seen to still have developing ink in them. This ink did not wash out because there was a film of gum over it.

Before these areas will take ink on the press, this gum must be removed either by scouring the wet plate with a felt pad soaked in turpentine or Lithotine or through the use of some proprietary preparation. Such harsh treatment tends to destroy the protective gum film on the non-work areas. A plate which has been thus abused before the run has been started will have much more of a tendency to scum than one which will readily take the ink. Very often it is necessary to etch the plate several times before clean impressions can be pulled.

#### Hot Weather Causes Trouble

Faulty gumming of plates which have been used on a previous run will give the same trouble, as will all those which have been sloppily gummed during the time the press is down for noon, while waiting for an okay, or while adjustments are made on the press. This trouble is most likely to occur during warm weather. As a precaution on the press, some operators permit the plate to roll up and get it fully charged with ink prior to the running. This heavy film of ink repels the gum, and none remains.

All plates received by the pressroom should be washed out clean.

It is possible for a platemaker to fake a clean washout and the effect is the same. However, since the areas which do not take ink show the path of the gumming rag, identification can be quite sure.

#### Apply Lacquer to Dry Metal

When the image areas of a deep-etch plate have been prepared properly the lacquer or lithographic base is firmly attached to the metal. The only way it can then be removed during the course of normal press operation is by the destruction of the metal to which it is attached. True, there are certain solvents which will dissolve it, but these seldom destroy the grease-receptive properties of the metal itself. If for any reason the lacquer is not tightly bonded to the metal of the plate, trouble will appear when the plate is put on the press. Sometimes the trouble is apparent immediately and the plate will not roll up. At other times several hundred sheets may be run before there is any indication that the plate will give trouble.

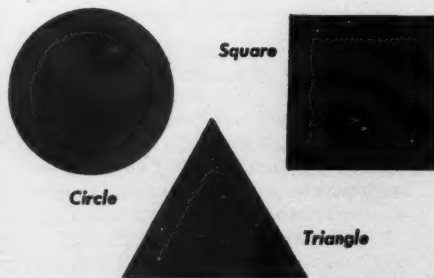
As explained in the instructions to the platemaker, the lacquer or base must be applied to the clean dry metal. If development is stopped before all the gum in the image areas has been removed, the lacquer will not adhere to it. Frequently platemakers are fooled by the fact that the plate froths profusely, and assume that the deep-etch or the developer is attacking all the metal. Because the grained plate is very rough, it is possible to attack only the peaks of the grain and not remove the gum from the valleys. A plate thus made will have the appearance of a good plate when received by the pressroom, but on running on the press the moisture will penetrate the film of lacquer and cause this gum to swell, thereby releasing the base from those areas.

Sometimes when "soft dot" positives have been used, the coating in

## ARE YOU Tussling WITH A Trademark?

Trademarks are tricky . . . as you know if you've been tangling with the problem of designing one. They should be distinctive enough to stand out amidst the multitude of trademarks appearing in advertising today, and yet simple enough to be comprehensible and easy to remember.

Practically all trademarks are based on the three simple geometric shapes shown at the right . . . the circle, the square, and the triangle. Close scrutiny of almost any mark will disclose the fact that it is composed of combina-



HERE ARE THE THREE BASIC SHAPES

tions of and variations of these three basic and ageless forms.

The logical way to begin the designing of a new trademark, then, seems to be to start with whichever of these shapes appears best adapted to the particular problem at hand. Consideration of the copy, picture, and decoration to appear in the mark will influence the choice of the basic form. Starting on this foundation, and with some serious thought and a bit of imagination, one should be able to build a good trademark.

the edges of the dots is hardened enough to prevent its being removed during the normal development time. As a result the plate will be "full" when developed, but will tend to work sharp on the press. Usually this action stops at a certain point and the plate does not go blind. The cause for this is the same as with an under-developed plate. The gum is only partially removed in the edges of the dots, and in swelling in these portions the ink is released causing the dot area of each dot to become smaller.

The effect of moisture upon the plate at the time the lacquer or base was applied has been thoroughly explained in previous articles in this series and in the Research Bulletin Number 14 of the Lithographic Technical Foundation. A plate that goes blind from this cause can sometimes be reclaimed by the use of the moisture-removing lacquer described in the bulletin. Since plates of this character usually go blind at the very start of the run, the plate can be fanned dry without gumming, and washed out thoroughly with this lacquer. The image should hold as well as if this lacquer had been used in the making of the plate. It is imperative that the plate not be gummed or etched when in a blinded condition, as this will prevent the lacquer from holding. Generally the action of the fountain etch is so mild that it has no effect in that short a time.

#### **Plate Can Sometimes Be Saved**

Here then are the three most frequent causes of blind plate trouble: poor gumming, incomplete development, and improper preparation of the surface prior to the applying of the base. By the use of solvents or proprietary materials, or by scouring, it is often possible to get a fair impression from a poorly gummed plate. At times it cannot be done. The identity of this can usually be

made by the lack of a clean wash out. The incompletely developed plate can be rubbed up or put under a base and it will give good prints for a few impressions but will quickly go blind again. A plate to which the base has not become firmly attached, due to moisture or any other materials remaining on the plate, can frequently be saved through the use of the moisture-removing lacquer.

#### **Pressman Can Help Platemaker**

By studying these three causes of blindness, the pressman can greatly help the platemaker in producing satisfactory plates, and at the same time make his job much easier. A good lithographic image is so much an integral part of the plate itself that it can only be removed by the destruction of the metal to which it is attached, either by mechanical wear or by the chemical action. Any properly made deep-etch plate should go blind for no other reasons than these.

The non-work areas of a deep-etch plate made by the gum process should be considerably better and easier to keep clean than either an albumin or hand-transfer plate, unless the latter two were treated with bichromated gum as explained in LTF Bulletin Number 3. Ordinarily the film of light-hardened gum remaining on the plate is a most effective etch. In fact if this were not the case it would be impossible to successfully perform the operation of washing the plate out with the moisture-removing lacquer without first gumming the plate. Unless the plate department has had to resort to the use of harsh counter-etching clearing solutions to remove the stencil, this film is ample protection for the non-work areas. The use of clearing solutions results in plates which the pressman considers to be "sensitive." At times platemakers have to resort to their use.

Although most cases of plates scumming can be traced to the ink, paper, fountain water, mechanical wear, or to improper dampening, sometimes the plate itself is at fault. Some plate etches actually become counter-etches while standing. Although it should not be necessary for the platemaking department to use an etch when the stencil has been removed through the use of hot water only, there are always some few places which require stoning-out, and as a result it is common practice to give the whole plate an etch. The use of etches which are not fresh can make a plate very grease-receptive.

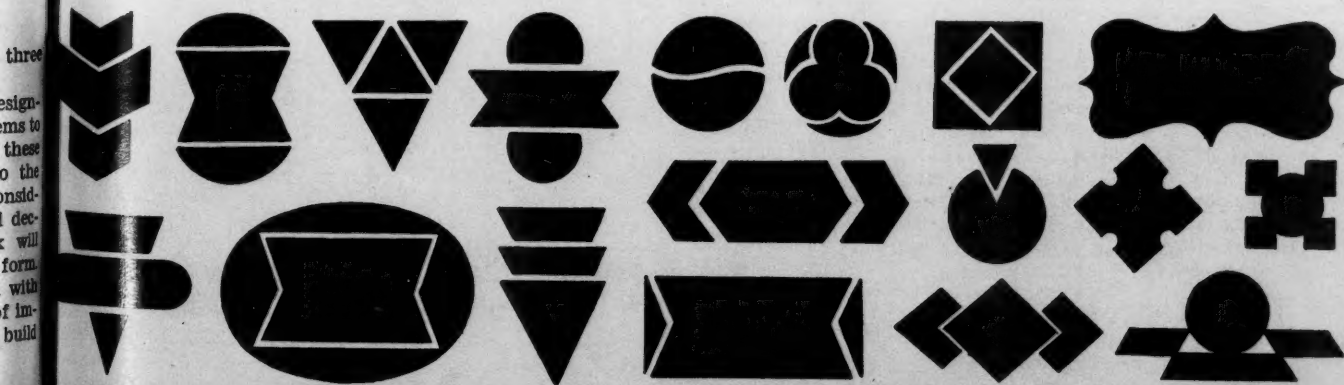
Oxide spots or pits which were in the plate before the image was put down are a common cause, as is scum where a plate "oxidizes" during processing or while on the press. Stoning-out where possible seems to be the only remedy.

#### **Overexposure Can Cause Scum**

One of the most peculiar causes of scum on deep-etch plates, and perhaps one of the hardest to identify, is apparently caused by overexposure of the coating during the making of the plate. It very closely resembles an albumin scum, and is very difficult to deal with. Most gum etches have very little or no effect on it, although occasionally a strong solution of phosphoric acid and gum will remove it. Hard scrubbing with a very stiff-bristle brush even while the plate is on the press frequently will remove a considerable portion of it, or better yet, remove the plate, immerse in water and scrub hard.

Plates with this same characteristic may be frequently found when the humidity is relatively low. This should be called to the attention of the platemaking department, who should examine the plates immediately following the alcohol wash. The writer has recently seen a series of plates which upon examination

... AND HERE ARE SOME OF THE ALMOST ENDLESS POSSIBILITIES



with a microscope of the exposed coating at this point had the appearance of cracked or "crazed" coatings. However, all these cracks seemed to originate at the metal but did not penetrate through the top of the film. As a result there was no evidence that the deep-etch or the developer had penetrated the stencil, nor was the resulting scum a series of crazed marks resembling the pattern of those in the coating. Such scum seems identical with the one mentioned above, even though there is no evidence of overexposure, and it is just as hard to remove.

Identification of scum caused by coating remaining on the plate is difficult in some cases. It is generally found to be present after a few hundred sheets have been run but does not seem to get worse as the run progresses. When light-colored blankets are used, its appearance can first be noted there, and the blanket must be constantly washed. It is hard to detect on the plate itself, and a freshly washed blanket will transfer very little of it to the paper.

At times there may appear only bands of scum where the frame positions of the photocomposing machine have overlapped and double exposure has resulted. On other occasions only the borders which have been overexposed in shooting out will scum. Such patterns are a definite indication of the cause of the trouble.

#### Dirt Can Cause Trouble

There are other causes of scum which appear at the start of a run which are attributable to a poorly made plate. In all of these cases the scumming portions are as positively affixed to the metal as the work itself. Dirt on positives or plates, or on the glass of the vacuum frame will print upon the plate. Checked coatings, specks, or other flaws in the coating, or penetration of it during the platemaking process will print and give the appearance of scum. The only remedy is stoning out where possible.

The tracing of causes of plates scumming requires close observation of the nature of the trouble. Generally when a plate is at fault the trouble shows up in the first few hundred impressions, but not always. When etching and gumming-out will not eliminate the trouble at the beginning of the run, it may well be considered plate trouble. Any information which the pressman can pass on to the platemaker may help in preventing its occurrence in the future.

# Typographic Scoreboard

## Subject: Vogue

472 Full Page (or over) Advertisements

Issues of August 1, September 1 and 15

### Type Faces Employed

(M) Modern; (T) Traditional

Antique (T)	1
Bank Script (T)	3
Barnum (T)	1
Bernhard Cursive (M)	4
Bernhard Modern (M)	12
Bernhard Tango (M)	3
Bodoni (M)	76
Book, 25; Regular, 41; Bold, 3; Ultra, 7	
Bruce (T)	1
Bulmer (M)	15
Caledonia (T)	2
Caslon (T)	9
Century (T)	9
Cochin (T)	8
Commercial Script (T)	2
Copperplate Gothic (T)	5
Corvinus (M)	7
Deepdene (T)	3
Egmont (T)	1
Electra (T)	1
Elizabeth (T)	4
Eve (M)	5
Fairfield (T)	3
Franklin Gothic Condensed (T)	1
Futura (M)	127
Light, 20; Medium, 83; Demi-bold, 15; Bold, 4	
Garamond (T)	30
Regular, 18; Bold, 12	
Gillies Gothic (M)	1
Goudy (T)	1
Lucian (M)	3

Lydian (M)	10
Memphis	6
Light, 2; Medium 4	
Park Avenue (M)	1
News Gothic (T)	20
Regular, 5; Condensed, 15	
Old Style (T)	1
Onyx (M)	1
Scotch Roman (T)	10
Typewriter (M)	1
Weiss (T)	2
Ads set in modern typefaces	309
Ads set in traditional typefaces	118
Handlettered ads	45

### Weight o' Type

Ads set in light-face	162
Ads set in medium-face	218
Ads set in bold-face	47

### Layout

Conventional	338
Moderately modern	132
Pronouncedly modern	2

### Illustration

Conventional	416
Moderately modern	53
Pronouncedly modern	3

### General Effect (All-inclusive)

Conventional	386
Moderately modern	84
Pronouncedly modern	2

Judged on physical features only—layout, art and typography—below are the best modern (left) and traditional (right) ads in the issues analyzed, chosen by Scorekeeper



# THE PROOFROOM

By Edward N. Teall

The editor of this department welcomes proofreading questions to be answered in this column, but personal replies cannot be made by mail

## FROM A SALES PROMOTER

I wanted to use the phrase, "We have been appealed to to cut down our consumption of wheat products . . ." It doesn't sound too awkward, but the "to to" looks childish. Will you please open the Grade Two grammar book to the page that explains such things—in monosyllables—and read it to me?

In my bookroom, the dust lies heaviest on the textbooks of grammar. The querist admits that he might have reworded the sentence: "They appealed to us to cut down," or "we have been asked to cut down"; but for some reason known only to himself he does want to start with "we have," and "appealed" carried the wall of hunger so much better than "asked." Well, as a simple proposition in good expression "We have been asked to cut down" is the answer. The special facts of the situation being what they are, I can only say: I myself would accept the two "to"s without a qualm, and let it go at that. Perhaps it's the same philosophy as "The worm is only packaged apple," but that's the way it shapes up in my (substitute for) a mind.

## MIX COURAGE WITH CAUTION!

The company for which I work is conservative in the extreme; in my opinion, almost to the point of dry rot. Our routine is unbreakable. Here in the proofroom we wouldn't dare correct "the" to "they" if the "b" was copy. Our follow-copy rule is like those laws of the Medes and Persians. Today I had "conspicuously" in the manuscript, and all I dared to do was to query for the missing "u." Is there any sense in such a rule? Within a few weeks I have had to query the spelling "Aristophanes," and "other that identical." It burns me up, gives me that man-or-mouse feeling.

As to the misspelling of "Aristophanes," in straight text, I would say it should be recognized as the proofreader's actual duty to make such corrections. So, too, of "conspicuously," and of "that" for "than." There are two possible measures for protection of author and publisher against mistaken zeal on the part of the proofreader: first, the author should mark unusual spellings with a note that copy is to be followed; second, the reader marking the cor-

rection on the proof should make a marginal notation calling attention to the change from copy. (I don't like to have a detected error pass unmarked; the next fellow might not catch it.) Mark with courage—but also with judgment.

## MORE "AN" TROUBLE

In "Guideposts in Chaos" by Channing Pollock, I find "an horrible deed," etc., ad nauseum, whatever that means. Is not this a detestable affectation?

Saying it fast! Yes. And—poddun!—the Latin phrase is "ad nauseam."

## THOSE PARTS OF SPEECH

What part of speech is "counter," as in "counterattack," "counterproposal," and the like?

Webster calls it a "combining form of 'counter' adverb." When you write "counter proposal" you are using it as a straight adjective. To me all of this "part-of-speech" stuff seems a lot of folderoldeedoodle.

## POETRY MAKEUP

What is optical centering?

It is a method used principally in making up pages of poetry, especially when there is wide range in the length of the lines. Very long lines are best broken into one long line and a short turnover line. A block width is set by averaging the fuller lines so as to make the page look properly balanced. The whole tactic is governed by the fact that a precisely struck geometrical balance may not please the reader's subconsciously critical vision.

## BETWEEN THIS AND THAT

It was set, "Between pp. 47-48." I passed it, but higher authority changed it to "47 and 48." Can you tell me why?

Yes. The hyphen (or en dash) is used as a sort of shorthand in indicating a stretch of pages, as "pp. 47-51." When the phrase is expressed in full, it is "from page 47 to page 51." The expression you quote—apparently referring to location of an inset—does not adapt itself comfortably to use of the en dash (commonly translated "to"), and is much better written out in full, "between pages 47 and 48."

## THE GENTLEMEN CRY PAX

"Pax Japonica" turned up today. I take it to mean "Japanese peace." I would like to know whether "Japonica" should be capped or not.

Why not? It's a proper adjective, same as "Japanese." Compare the old expression "Pax Romana." A more debatable question of capitalization would apply to the noun, "Pax." Things seem to go more smoothly, in this field, if we take the entire phrase as a proper-noun structure and use two caps.

(And, incidentally, offered free gratis and for nothing, those three words above—"proper noun structure"—present an interesting example of the hyphen's helpfulness in indicating the word relationship. Written as three separate words, they might be taken to mean "a noun structure that is proper," instead of "a structure built upon or about a proper noun." Even understanding and quick-witted readers' minds are subjected to an unrecognized but positively existent momentary check by such confusing word combinations.)

## SINS OF HEADLINE WRITERS

What you call headline English has almost abolished in newspapers use of "former." Its replacement, "ex-," brings up some awkward combination. For example: "ex-Boy Scout" easily means "a former member of the B. S.'s," not "a Scout who has outgrown boyhood"; "ex-mayor's aide," "ex-Republican nominee" are not so simple. Try these on your typewriter: "ex-police sergeant," "ex-prime minister," "ex-convict's wife," "ex-Signal Corps captain." I would prefer general use of "former," with "ex-" saved for headline space emergencies. Which would be better: Drop the hyphen after the "ex-," hyphenate throughout, or rewrite the phrase—as "ex-champion of the world" instead of "ex-world's champion"? The principal awkward spots seem to be in connection with your pet, the famous ENT noun of identification.

Sir, you win the (purely hypothetical) prize for the all-time best letter. To rewrite would almost always be to increase the space used. Often in my own editorial work I have resorted to one or the other of the two remaining suggestions:

No hyphen (ex world champion) or two hyphens (ex-world-champion). The situation is like that in "New York-New London train." Note.—My heart warms to this lad who so intelligently appreciates the noun-of-identification idea, which incidentally would, if generally adopted, clear away more than half the present difficulties of compounding in script or print.

#### MISERY LOVES COMPANY!

I enjoy *Proofroom*. It is comforting to know that others stumble over semicolons and are bewildered by adverbial gerunds.

I'll climb into the ring any time to fight for the semicolon, which—when used rightly!—is a mighty effective mark of punctuation. As to the adverbial gerunds, well, I have to go to the books for that!

#### TOO MUCH IS PLENTY!

Some months ago I wrote you about Basic English and asked for a reference to some books on this subject. Recently I noticed that you require a self-addressed stamped envelope for answers to correspondents. Herewith are the essentials, in hope that you will answer.

The masthead of this department says, "Personal replies cannot be made by mail." It is not a matter of stamps, but of time and extra work, beyond the fair requirements of the department upon its conductor's energies. I did have a book about Basic English, but I just can't seem to locate it right now. Any bookseller should be able to tell you where to look for books on Basic English, or on the subject of Semantics.

#### ALL IS GORFIVEN!

The operator set "condifential," and the proofreader did not catch the error. Of course, it was a mechanical error, not one of intelligence. Still, I call even such misprints serious when they occur in the columns of a high-class, carefully made newspaper. Do you not think, as I do, that both the operator and the proofreader were bringing upon themselves at least a call-down?

No, you and I do not occupew the same pie. No doubt there's a scientific name for such tricks of the mind, transposing letters or syllables. Any error is a blemish, but some blemishes there must be—especially in newspapers, made under such pressure of speed. Likely as not, a large majority of the readers read the word as "confidential," without noticing the typo. If the compositor was a good worker he probably hated himself for the error; and if he wasn't, calling him down would do no good. Every day's work in the printshop emphasizes the need of constant alertness.

#### WHO'S NUTTY NOW?

It perplexes me to see how you generally are aware that a living language changes, not as a whole but mixing person by person; yet on a few matters which are subject to this kind of preference, you prefer one and become pontifical about it. To cite *an historical* reference, our father Caxton in his prolog to Vergil's "Eneydos" 1490 took after "some gentylmen, whiche desired me to vse old and homely termes in my translacyons," telling about an old book "wreton in such wyse that it was more lyke dutche than englysshe. . . . In my iudgements, the comyn termes that be dayli vsed ben lyghter to be vunderstonde than aunycnt englysshe." . . .

After your writing "Semantically, that word 'sound' is the core of the matter," you don't follow the signboard. The letter *h* does not indicate a sound, a consonant—it indicates a breathing which is sometimes heavy, usually light: *a handle, a heavyweight, an hour, an historical, an hotel, an hasty exit*. Arbitrary, no principle. (Did you catch the false example I included?) I think I say *a house*, but I wouldn't object to Cax-

ton's *an hows*, which apparently was standard southern englysshe 450 years ago. Unless you think of it, do you make a difference between *white* and *wight*?

While I disagree with this California friend almost all the way, I most certainly would not challenge his right to think and say what he does think and say. But I'd rather be shot at dawn (if I got up that early) than to say "an hasty exit." Or "an historic event." And I am sure if I spoke of "the wight in the white house" a thousand times, you could tell every time which was "white" and which was "wight." If saying that "an historic" demonstrates cruelty to aitches is pontifical, put me down in that column, to stay. Initial "h" is a sound, even if it is produced by breathing instead of by labial, lingual, or palatal apparatus; and it is silent in only a few words, like *hour*. In "historical" it should be *heard*, and so far as I know, anything you hear is a sound.



"Hey Chief! There's a bold type out here you might be interested in."

## HOW COME?

How come you to say in November, 1942, page 57: "'Different than' just simply does not hold up on any grounds of grammar," and in April, 1944, page 59: "... when 'different' hooks up with a clause a conjunction seems to fill the bill much better than a preposition does—and so we get the ever increasingly popular 'different than.'" Never mind answering; the prisoner is guilty!

But he can't be shot at dawn, as the ancient joke went, because he doesn't get up that early. This searcher of the ancient scriptures (meaning the IP files) seems to have it on me, but I'm sure only of this, that "different than" is a truly tough one. The more that you try to bring it to hook up with idiom (common usage) and the rules of grammar, the more quicksandy it seems. I do not like "different than," and dodge it shamelessly whenever I can. Space is open for anyone who can put it into words simply—and workably.

## SIMPLEST MARKING IS BEST

Copy was "an investment of \$10,000." Copy editor wanted to make it 10,000—keeping the numerals but doing away with the dollar sign. He placed the caret between the last zero and the period. Was that the best marking?

It did the work all right, but I think it would have been better to draw the caret through the period, and write a new period after the inserted word "dollars." This preference is due simply to the fact that it eases the compositor's eye. It saves him from having to follow the caret for "dollars," then go back to the original line for the period. In general, I believe that the simplest marking is apt to be the best and in this instance, this is it.

## GET THE DICTIONARY!

What is the difference between "practical" and "practicable"?

I can't do better than to advise you to consult the dictionary. And roughly, "practical" generally means something like "sensible," and "practicable" means "workable." Don't monkey with them, on copy or on proof, unless you feel mighty sure of yourself. They're toughies.

## PRINTING FOR PEACE

What do you think of our booklet, *Printing and World Peace*, of which we are sending you a copy?

The booklet, handset and printed by students of the Norwich Free Academy at Norwich, Connecticut, was sent to *Proofroom* me and not to Mr. Frazier for comment in his own pet particular *Specimens* department, and so the comment is



...anyone can  
reproduce it

It is not necessary to pay a royalty for reproduction of the veterans discharge emblem when used in advertising, it has been ascertained by Henry Hoke, publisher of *The Reporter of Direct Mail Advertising*, who presents the facts in the September issue of his publication. Notice that such a royalty should be paid has been widely circulated by Larry Michelson & Company, printer in Portland, Oregon, who claimed he had a copyright on the design.

What happened is that the Oregon printer bought from another firm a copyright on an *adaptation of the design*, with additional colored rings, to be used for processing decals on windows, windshields, and similar surfaces, and thought that by so doing he controlled all advertising reproductions of the emblem. He has been demanding a two per cent royalty on the cost of all space or printing using the design. His copyright, however, applies only to the specific decal print design.

The original design, from which the discharge emblem is derived, Mr. Hoke learned, was created in 1925 by a New York artist commissioned by the Federal Art Commission to design an emblem which had been authorized by Congress for issue to ROTC students, National Guardsmen, and veterans. With alterations, it was approved in 1943 for its present use. The emblem is the property of the United States Government, and no one can claim exclusive right to its use.

\* \* \* \* \*

editorial rather than mechanical. However, let me say the workmanship is neat and furnishes pleasing evidence that American youth still responds to the appeal of "the art preservative of arts." As to proofreading by the youngsters—well, on the very first page my skimming eye finds "the fast moving current of events" and "this fast-shrinking world." Either is okay, but the two together denote a regrettable obtuseness to finely pointed style. I find "desease" for "disease," and "extra-ordinary" is an oddity. It is happifying to come upon such a demonstration of interest in printing among the teen-agers and their instructors.

## OVERWORKED APOSTROPHE

I am a compo. I try to save the proofroom unnecessary work. Sometimes this means the great sin of not following copy. It's a gamble, of course; but, as I think, a good one. When I'm right, time and money are saved; when I'm wrong, the proofroom still can catch the error. Please rule.

Take a cutline like this: "Connallys Leaving for Paris." Suppose you thought such a fancy plural should have an apostrophe, as in "the A's." Suppose you put one in, making it "Connally's." Then it would look as if the line meant "Connally is leaving," quite a different matter from what was actually meant—and you would be in bad, with no defense. If the line had come off the typewriter with the "Connallys" spelled "Coneallys" or something like that, your standing would be different. Compositor and reader must both employ JUDGMENT, and make no changes from copy without absolute certainty of correctness. The shadow of doubt means danger.

## AN OLD FRIEND BOBS UP

In a series of dates—"September 19, 20, and 21"—do you use a comma after "20"? I have always used such a comma, but our composing room foreman said that the "and" takes the place of the comma.

Your word "series" carries the answer. This comma is called the "series comma." Those who favor its use think it makes the separation of items more clear and sure; those who do not like it say just what your foreman said. It is not so much a matter of rightness and wrongness as of personal preference. The point for printers is, choose the style you like, and then stick to it.

## SYLLABUBBLES

I wonder whether we actually do say *Jap-anese* rather than *Ja-pa-nese*.

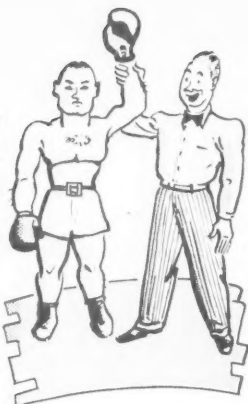
Pronunciation in speech and division in print are (supposedly) twins. Scientists can measure these soundings; I can't. But is there not some evidential value in the fact that we nickname the Japanese by abbreviating the word to "Japs"? If we really do say "*Ja'pa-nese*," it would be logical (and "natural") to say "*Ja'pas*."

## UNDIES AND UNDIES

You say, "... this comeback goes through my tough old Undy as I sit in my undies in my workshop..." How come your tough old Undy is upper case, while you sit around in your lower-case undies?

Just a little joke that seems to have gone wrong. One is my ancient but still working typewriter; the other, shirt and shorts.

IN I-P'S BIG ENVELOPE-CORNER-CARD CONTEST, HERE ARE REPRODUCED

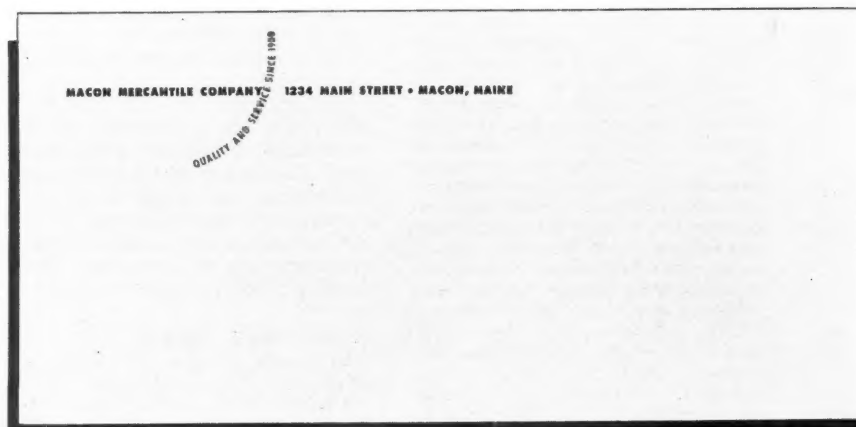


# The Winners!

● Because this latest contest of THE INLAND PRINTER was in progress during the hot summer months and most of the printers

throughout the country were pressed to meet the demands of their cash customers, the number who entered was the smallest of any previous com-

petition. Even though the copy was brief, only 211 designs were entered and while some excellent designs were submitted it is the writer's view



From Ben Wiley, well-known typographer of the Frye Printing Company, Springfield, Illinois, comes the entry to which the judges have awarded first prize. Simplicity, always a feature of Mr. Wiley's work, must have been an influential factor in the judges' decision. It was printed in red and black.



Simplicity scored again in this second prize winner by J. E. Helmer, of Quincy, Illinois. Like the design awarded first prize, Mr. Helmer's entry is devoid of decoration, although a decorative effect is achieved by printing in red, in "trademark" style, the first letter in each word of the firm name.



Third place goes to Walter H. LeVasseur, of the LeVasseur Typographic Service, Buffalo, New York. Mr. LeVasseur's entry was one of very few set in a type style other than sans-serif. In the original design, the label was printed in a golden yellow with the type in black.

# ...and Some "Runners-Up"

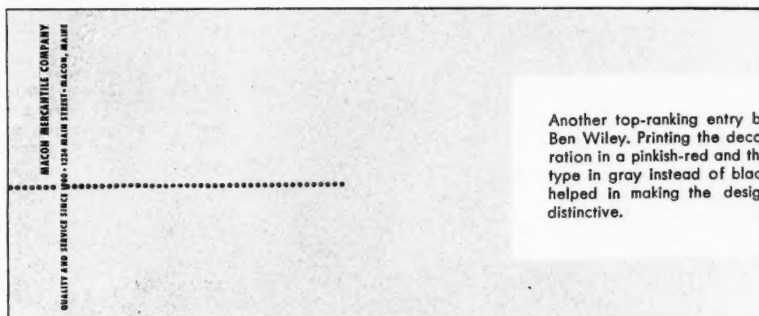
after the examination of winning entries in previous contests, that the high-ranking designs shown on this, the preceding, and the following pages are not up to the standard of the winners in previous events of the kind and the average of the 211 is lower. Possibly that, also, may be blamed upon the heat and lack of time. We sincerely hope that such has been the case.

First prize of \$25.00 goes to Ben Wiley, of Springfield, Illinois, who, we believe, has won, placed, or shown in more such contests than any other man. J. E. Helmer, of Quincy, Illinois, a newcomer to the lists, won second money, and Walter H. LeVasseur, an advertising typographer of Buffalo, New York, third. Prize-winning entries of the three are reproduced on the preceding page accompanied by text which discloses particulars of the colors in which the designs were submitted.

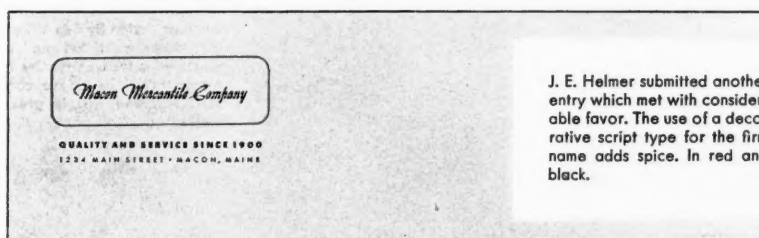
Corner cards reproduced on this and the following page are those which followed the three leaders and so deserve honorable mention. The judges were Glenn J. Church, the associate editor of THE INLAND PRINTER, M. M. Myers, art director of the Maclean-Hunter Publishing Corporation; Dan G. Mitchem, a designer, now engaged in sales work for that company; and J. L. Frazier.

Each judge selected the fifteen he considered best and placed them in the order of his preference. Following, the entries chosen by only one judge were dropped and the judges selected fifteen of those left in the running and placed them in order. Fifteen points were given for each first scored, fourteen for each second, and so on.

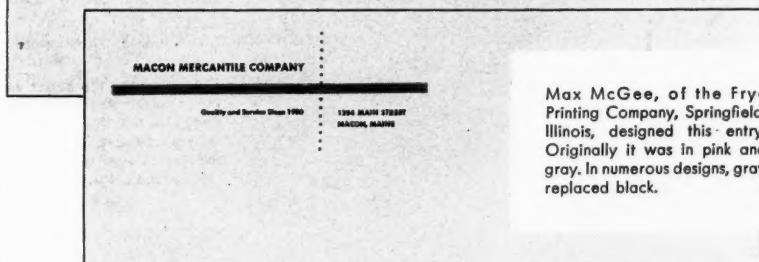
THE INLAND PRINTER appreciates the interest in the contest which was displayed by the following, as evidenced by their entries: Edwin Bachorz, of Racine, Wisconsin; Paul F. Basile, Brooklyn; John Bethune of Berkeley, California; George E. Bingham, Toronto; Percy C. Blomdin, Uppsala, Sweden; Bernard A. Bolda, Menasha, Wisconsin; O. E. Booth, Des Moines; Pret Boyles, of Los Angeles; William B. Bradford, Portland, Maine; Robert Brennan, of Staten Island, New York; B. E. Brown, Jr., Los Angeles; Arthur W. Burke, Greenfield, Massachusetts; Mack H. Carroll, Newark; Vernon C. Cole, Rochester, Minnesota; Ed F. Collins, East Orange, New Jersey;



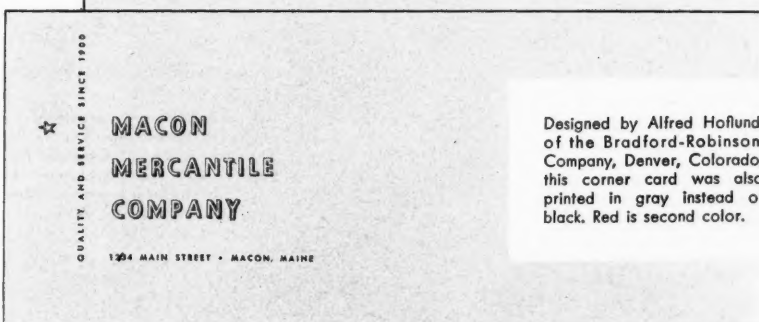
Another top-ranking entry by Ben Wiley. Printing the decoration in a pinkish-red and the type in gray instead of black helped in making the design distinctive.



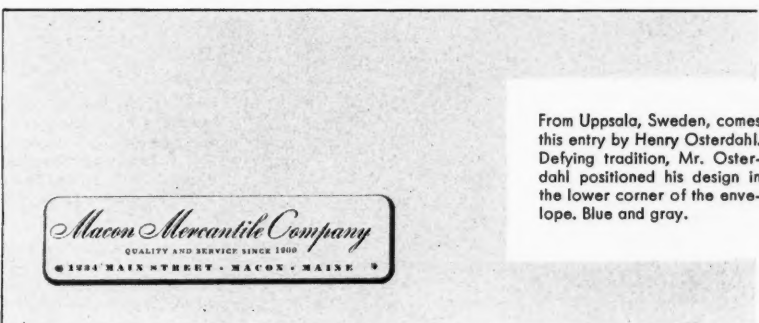
J. E. Helmer submitted another entry which met with considerable favor. The use of a decorative script type for the firm name adds spice. In red and black.



Max McGee, of the Frye Printing Company, Springfield, Illinois, designed this entry. Originally it was in pink and gray. In numerous designs, gray replaced black.

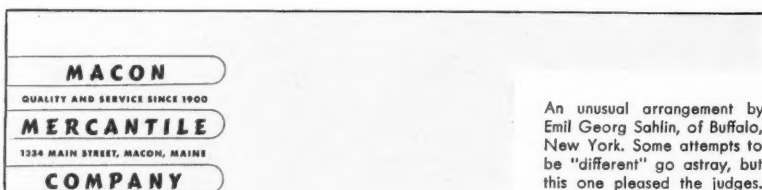


Designed by Alfred Hoflund of the Bradford-Robinson, Company, Denver, Colorado, this corner card was also printed in gray instead of black. Red is second color.



From Uppsala, Sweden, comes this entry by Henry Osterdahl. Defying tradition, Mr. Osterdahl positioned his design in the lower corner of the envelope. Blue and gray.

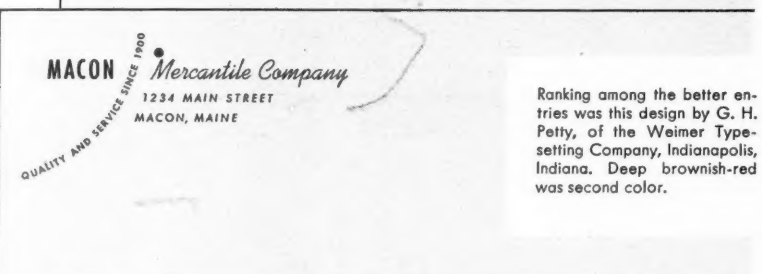
## ...and Some More "Honorable Mentions"



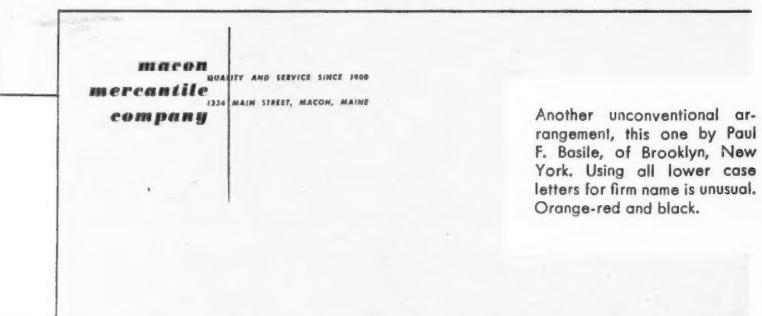
An unusual arrangement by Emil Georg Sahlén, of Buffalo, New York. Some attempts to be "different" go astray, but this one pleased the judges. Red and black.



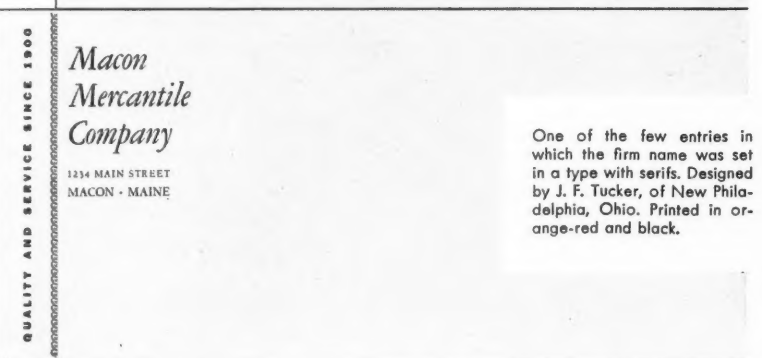
Another design by Ben Wiley. Mr. Wiley went "all out" in quantity as well as quality in his contributions to the contest. This one was in green and black.



Ranking among the better entries was this design by G. H. Petty, of the Weimer Type-setting Company, Indianapolis, Indiana. Deep brownish-red was second color.



Another unconventional arrangement, this one by Paul F. Basile, of Brooklyn, New York. Using all lower case letters for firm name is unusual. Orange-red and black.



One of the few entries in which the firm name was set in a type with serifs. Designed by J. F. Tucker, of New Philadelphia, Ohio. Printed in orange-red and black.

E. W. Coulson, of Springdale, Arkansas; George C. Cox, Chicago; James A. Cross, Toronto; William E. Davis, Jr., Marysville, Pennsylvania; Keith Dillman, of Mattoon, Illinois; John G. Edelmann, Baltimore; B. Bertram Eldridge, Brockton, Massachusetts; Richard L. Fair, Detroit; Valter Falk, Stockholm, Sweden; Rudy A. Farnsworth, of Hyannis, Massachusetts; Howard Franklin, of Charleston, Illinois; the George Printing Company, of San Francisco; Charles A. Gregg, Iola, Kansas; John R. Hauser, Chicago; J. E. Helmer, Quincy, Illinois; Richard Hoffman, Van Nuys, California; Alfred Hoflund, of Denver; J. W. Hoover, Jr., Little Rock, Arkansas; E. A. Koons, Des Moines; Ernest A. Koskey, of Indianapolis; Andred F. Lerner, Los Angeles; the LeVasseur Typographic Service, Buffalo; John Lipari, Montreal; Leo A. Maier, Rockford, Illinois; R. G. Mayershofer, Utica; W. G. Mercer, Barre, Vermont; Max McGee, Springfield, Illinois; Oliver H. McGinnis, Detroit; Henry Osterdahl, Uppsala, Sweden; Carl Ostling, Warren, Ohio; Gilbert A. Otto, Zion, Illinois; R. L. Perkins, Belmont, North Carolina; John Perry, Chicago; G. H. Petty, Indianapolis; Quality Print Shop, of Stevensville, Ontario; Pat Quarantino, Denver; E. Reeve and G. West, Winnipeg; Victor W. Richards, Camden, Maine; Emil Georg Sahlén, Buffalo; James E. Sellers, Chipley, Florida; Vernon Simpson, Culver City, California; Herbert W. Summers, Morgantown, West Virginia; Nils Tempte, Stockholm, Sweden; O. R. Thompson, of Xenia, Ohio; W. H. Truman, Welwyn Garden City, England; J. F. Tucker, of New Philadelphia, Ohio; James K. Virtue, Ventnor, New Jersey; J. K. Westemeir, Tulsa, Oklahoma; Robert Wiggington, St. John, Canada; Ben Wiley, Springfield, Illinois; M. Ray Woodard, Columbus; and five men of Wisconsin State Prison, Waupun.

## Binding Books

An erroneous suggestion was made in "Simple Bookbinding Work," an article in *THE INLAND PRINTER* for October. The binding method described therein is not one which is suited to the rebinding of *all* books. Rare books, especially, should be worked upon only by expert binders.

# A Time- and Money-Saving Method of Attaching Sample Swatches to Catalogs

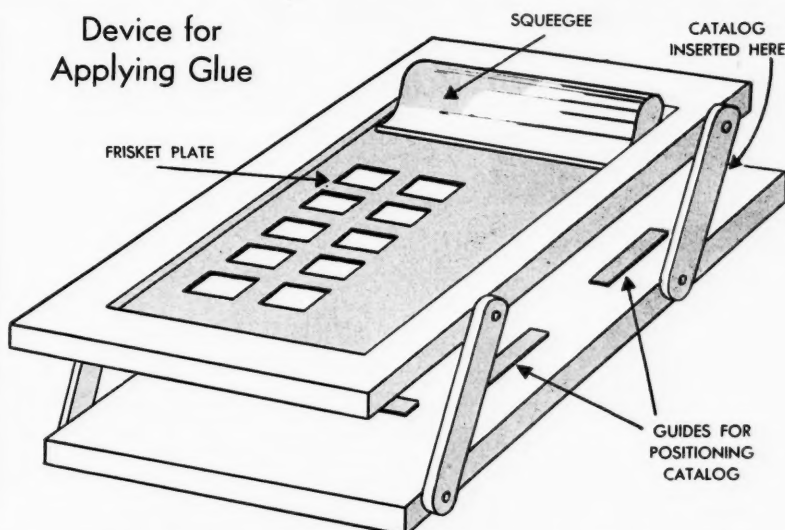
## \$25 CASH

goes to Ignace F. Hoffman, of Seeman & Peters, Inc., Saginaw, Michigan, printer, for this ingenious device which effected a considerable saving in time and money by solving the problem of how to attach the sample swatches to a catalog.

THE INLAND PRINTER offers \$25 for every idea, published in this department, which enables printers to save an appreciable amount of money or time in performing some phase of the printing business.

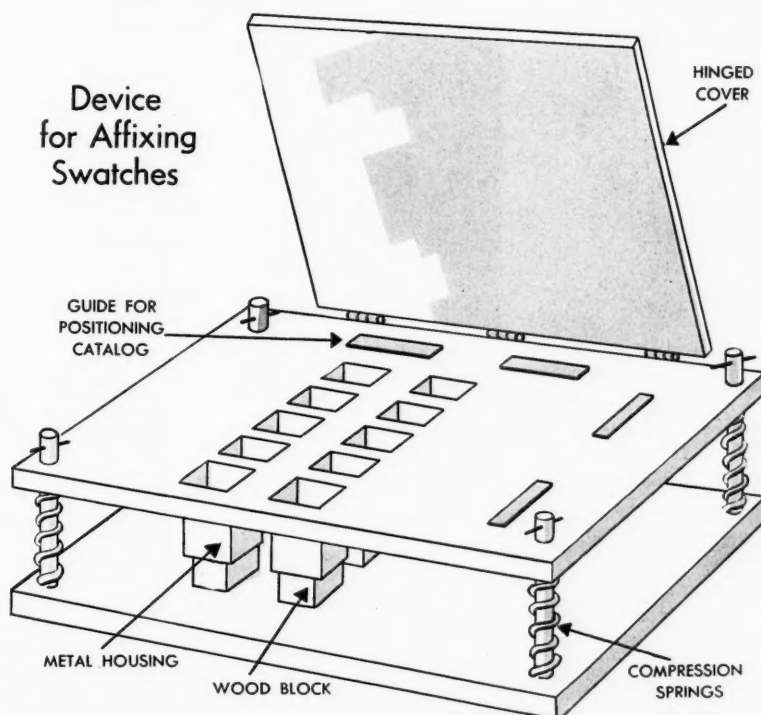
● CONFRONTED with the problem of mounting 70,000 individual fabric sample swatches on the inside back cover of 7,000 catalogs for a customer, Ignace F. Hoffman, of Seeman & Peters, Inc., Saginaw, Michigan, printer, tackled the job and came

Device for Applying Glue



Borrowing a page from the early history of the silk screen printing process, Mr. Hoffman devised this device for applying glue to the catalog cover. Zinc or aluminum is ideal for the frisket plate, which should be flat and rigid. The catalog cover is placed in proper position on the bed of the unit; the top is then lowered and pressed down while padding glue is poured into the frame and, with a squeegee, brushed through the openings in the frisket plate onto the catalog cover

Device for Affixing Swatches



In the second step, the catalog cover is inserted (upside down) in proper position in the switch-affixing unit. The hinged cover is lowered and sufficient pressure is applied, with both hands, so that the fabric swatches are firmly pressed against the patches of glue. The swatches are held in thin metal housings, slightly larger than the swatches. Wood blocks, resting on the bed, fit up into the housings. Compression springs raise the top of the device when the pressure is removed

## Fabrics and Upholstery Materials

**IMPORTANT REMARKS:** All these fabrics are shown here with their actual colors. The colors may vary slightly from those shown in the illustrations. The colors may vary slightly from those shown in the illustrations. The colors may vary slightly from those shown in the illustrations.

**NOTE:** The colors shown on the fabrics are intended to be used as a guide only. The colors may vary slightly from those shown in the illustrations. The colors may vary slightly from those shown in the illustrations.

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A miniature reproduction of cover, showing fabric swatches mounted by method described here

up with the solution illustrated and described on this page.

The swatches were mounted on the covers before the covers were stitched with the inside pages. Two bindery girls operated the devices. The job was handled in a very satisfactory manner in a surprisingly short time.

This method could easily be adapted to other forms of printing as well as catalogs.



Loss of forearm proved no handicap to ambitious veteran Marvin Roberts, Chicago Tribune linotype operator



Gordon Montgomery, new president, Miller Printing Machinery Company and Rotogravure Engineering Company



Veteran Ray Abel, superintendent of Dallas Southwest School of Printing, left, with Frank Melton, president of Dallas Graphic Arts Association, center, and A. O. Willman, state veterans service director, Austin, Texas

## NEWS and VIEWS



Officers of four special activities groups of NYEPA meet to discuss plans: from left, Leonard Friedman, Mildred Kallfelz, Herman Wiedemann, Don H. Taylor, Carl Lee, Arthur J. Luongo, James E. Kendrick, and M. D. Pakula



Allerton H. Jeffries, Jeffries Banknote Company, Los Angeles, is president of Masters Printers Section, PIA



Director of sales of Kenrick & Jeffers, Birmingham, England, James Reid Adam has announced retirement



Vladimir Reichl, Czecho-Slovakian printer, inspects press at Moebius Printing Company with Carl Moebius (left) in Milwaukee. (Milwaukee Journal Photo)



A. E. Searle, Jr., vice-president of Miller Printing Machinery Company



This year's president of Louisville Craftsmen's Club is Albert S. Likins

From yesteryear's Craftsmen's album: from left, seated: John Curry, Thomas Cordis, Fred Hagen, Clark Long. Standing: J. Gus Liebenow, A. W. Hall, George H. Carter, Harvey H. Weber, L. M. Augustine, and Ira D. Pillard. Those in front and Weber in back are past presidents of IAPHC. George Carter is past USA Public Printer. Weber, Augustine, Curry, and Hagen are deceased

**By J. L. FRAZIER**

Mark for this department items on which you wish criticism. Send in flat package, not rolled. We regret that personal replies cannot be made by mail

# SPECIMEN REVIEW

CARROLL COLEMAN, Iowa City, Iowa.—It is a great pleasure to look over the examples of your typographic craftsmanship on those too rare occasions when you let us see it. You never seem to misfire in any respect, even minor. You are without question one of the country's leaders.

PERRY-BROWN INCORPORATED, of Cincinnati.—Your removal announcement, a folder die-cut to the contour of a truck (a neat idea) is one of the most interesting we've seen. Use of two-side card stock—blue outside, India in—also adds interest. In view of shape of piece, copy on front, "Moving Is Not Our Business," should arouse interest.

HERBERT W. SIMPSON, INCORPORATED, of Evansville, Indiana.—Whether you have chosen to work in the conventional or modern manner you practically always succeed admirably, always in the case of the former. When you do blow doing modern items it is in the excessive letter-spacing of condensed types, the two large lines of type on the letterhead of Siegel's for example. Color is exceptionally well used.

A. R. TOMMASINI, of San Francisco.—"The First Quarter Century of Craftsmanship in San Francisco," case-bound keepsake book, is in all respects creditable to you. We regret that with your part so ably handled the 6-page pictorial folder (bound in) is not in keeping, not excellent offset printing. The half-

## Practices of Publicity



From medieval scribes, working patiently with reed and quill pens on sheets of vellum, we inherit the characters of the alphabet as we now know them. For a space in history, it was only the skill and application of these men of letters that preserved the outline of our western civilization. Patterns in penmanship set the shapes of books and so made possible the record of man's learning for all who cared to read. Permanent books gave progress to knowledge.

There is a permanent quality to printing of any sort that has a value not to be ignored. Printing can be personal; printing can be gay and colorful; printing can be quietly direct. Good Printing can supply these qualities on demand. Good Printing is the element of difference that turns advertising messages into units of salesmanship. Good Printing is our business. We can supply ingredients to gain wide acceptance of your name, your service, and your wares. Your business has a difference that we can favorably accent. Telephone 6541 for the power and emphasis of Good Printing.

**Herbert W. Simpson Inc.**

PRINTERS WITH PROGRESSIVE PLANS  
109 SYCAMORE STREET  
Evansville 6, Indiana

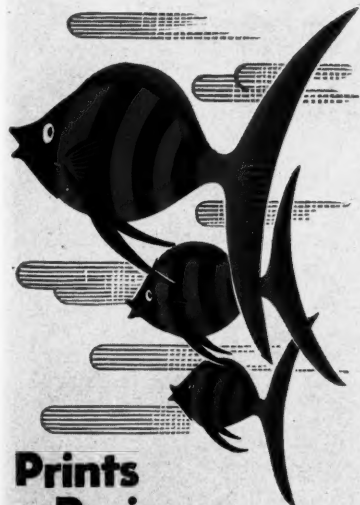
TYPE USED HERE ARE GORDY TEXT AND GARDENWOOD

The original card is in black and two colors, red for display lines with picture background yellow

tones are grayish, some not as clean and as sharp as they should be. You are, of course, aware of this and it is possible that much of the difficulty rests with the photographs.

AYER & STREB, of Harrisburg, Pennsylvania.—Four-page folder announcing the closing of your shop for a week of vacation is certain to be noticed in a pile of mail. Printed in light brown and black, cover and inside cover are sketch of door, with firm name on the window. Half-inch from top of simple 3½ by 6¼ folder has been slit 2½ inches across, permitting the insertion of a fold of dark green paper to simulate window blind. On it (front) is printed in white "Closed! Week of July 1st." The back reads: "We'll start work on Monday, July 8th." Third page contains gay explanatory copy, headed by cartoon drawing, concluded by firm name. It's a neat and clever job.

BESOUT & DOWNS, of Cleveland, Ohio.—The front page of the folder, "Protestant Churches," is decidedly effective printed in rather deep blue, but the blue is poor as the second color on other pages. There is too little contrast between it and the black to give effective emphasis. We believe it would be strong enough for what is printed in black, as the text is in fairly large and slightly bold (Bodoni) type face. Red-orange might have been used for the heavier elements you printed in blue. The series of "Are You Interested?" mailing cards are effectively laid out, but with the



**Prints of Paris**



There are some people who try to stay in their 'home' in body and mind. They are pathetic. One of the wisest pieces of slang is "Get your ass!"

The highest good is singleness of mind, for where agreement and unity are, there must the virtues lie. It is the view that are at war with one another.—Seneca.

For those of you who like to dwell in the bath these warm days a new plastic boat is recommended. It is designed so that the addition of a handkerchief or a mixture of vinegar and soda will send it floating through the water.

Fame-is-fleeting-department. When Duke Roth went to a recent ball game at the Stadium the only man he could get was so poor he couldn't be the catcher's box.

A student nurse in a hospital wrote her mother this week. On getting the letter, her mother was badly upset. "I can't understand it," she moaned. "We send our daughter a good allowance, and yet she writes home that she has had to do a lot of patching this week."



*Goin' Frogging?*

There will be a lot of those wily fellows caught this year and there will be a lot of them that will get away. It's all in the technique of the fisherman.

You will make a lot of sales—but the ones that get away may mean the difference between a nice profit and "just getting by". Proper "bait" will help a lot to lessen the number lost.

Direct mail will lessen the sales resistance for your salespeople and if the article is sold direct, do the entire job of selling. But, just paper and ink will not do the trick. Your messages must be attuned to your product and your customers.

Our work in helping you make the biggest "catch" is the designing and producing of printed literature that will do the best job. We would be happy to talk with you about your sales program.

**PARIS PRINTING COMPANY**

1535 Walnut Kansas City 8, Mo.  
Phone KA. 1534

Paris Printing Company, of Kansas City, Missouri, always turns out a commendable house magazine . . . and this one is no exception. A refreshing bright blue as the second color brightens up the pages vividly. At left is the cover; center, a typical inside page; at right, selling copy for the company

small parts (text and some display) in a rather weak gray, the heavier parts in a red that inclines to violet dominate far too much. The color balance is not what it should be. Both colors should seem to be of approximately the same tone (weight).

JOHN F. BETHUNE, of Berkeley, California.—The letterhead for Ray's Sport Shop is a beauty, as is the card invitation to reopening of the Amos Cafe. The idea behind the design of the cover for Refrigeration Research Foundation is also interesting. This quality is due to the pennant effect of the green form, a band of ornament and parallel rules extending from top to bottom of the page about an inch from left side. The rules form the left side of a panel, the right-hand side of which is round-cornered. All of this is in green. In view of the good start, we feel it is most unfortunate that the type selected for main display is an unpleasing extra condensed face. The panel could easily be wider to accommodate a type of

the side of the letter but this was because there is such excessive space below the initial. Pages look better where there is very little space between initials and surrounding type matter. Presswork is excellent.

RICHARD B. PEKAR, Lincoln, Nebraska.—Layout on the letterhead for Dick Simon is interesting, informal, and effective. Part of this is due to striking difference between contrasty condensed type in which name is set and script used for line "Publications," also characterized by thick and thin lines. However, the third type, Copperplate Gothic, strikes a discordant note, being extended in form and monotone of line. It represents an unpleasing contrast. With Bodoni in place of the gothic the heading would be really top-notch, after another change, spacing between words, which is much too wide in the name line and the three of the address group. Spacing on the envelope corner card is better, although there is too much between words "Dick" and "Simon." In de-



BACK HOME AGAIN IN INDIANA • LET ME CALL YOU SWEETHEART  
PUT ON YOUR OLD GRAY BONNET • WHEN YOU WORE A TULIP  
SWEET ROSIE O'GRADY TAKE ME OUT TO THE BALL GAME  
POOR NELLIE GRAY • ANNIE LAURIE • BEAUTIFUL DREAMER

### ... For Old Times Sake

The original card, 6 by 4½ inches, is in black and red on white. It exemplifies the inventiveness characterizing the work of Herbert W. Simpson, of Evansville, Indiana

more agreeable shape and design, one in better harmony with the attractive types otherwise used.

NORWICH FREE ACADEMY, Norwich, Connecticut.—Your students who worked on it deserve praise for the excellent appearance of the booklet, "Printing and World Peace." The cover of light brown (yellow tone) with the title blind-embossed within a blind-stamped panel is decidedly attractive. Due to the smooth appearance of panel and rough texture of stock itself there's an effect of a slight difference in color. The title page is neat, but in view of the amount of space between groups the lines are spaced a bit too closely. Text in 12-point Caslon with just the right amount of leading is certainly easy on the eyes and composition is well handled. The initial starting off the text is too short for a 3-line initial and it would be too tall for a 2-line initial. An initial should line up with the last line of text alongside. There is too much space at

sign it quite properly follows style of letterhead.

ROGERS-KELLOGG-STILLSON, New York City.—The cover of the 10-by 13-inch brochure, "Development of Newark Airport and Seaport," is highly impressive, despite simplicity. It is in two colors but the orange reverse plate with title and a single line near the bottom showing white (paper) so dominates that the seal and a very small line in black have little effect. But that's quite all right—no criticism implied. White plastic binding is part of the picture. Typography of text is excellent and presswork top grade. It has impressed us for years. The yellow-orange for showing the type in reverse on page 27 is weak but, of course, if a stronger color were used it would be too strong in other places. The color is also a bit weak for printing the sketches of scenes but these are so small they seem to have been used for decorative purposes rather than for illustrations.



Reproduction proofs of type, one photoflex print from small stock cut of pumpkin (wider than high), three pieces of Zip-A-Tone, a few smears of Chinese white, a touch of "art" work, and the engraver's cooperation gave Kable Brothers Company, Mount Morris, Illinois, this fine cover. Colors, black and pumpkin orange

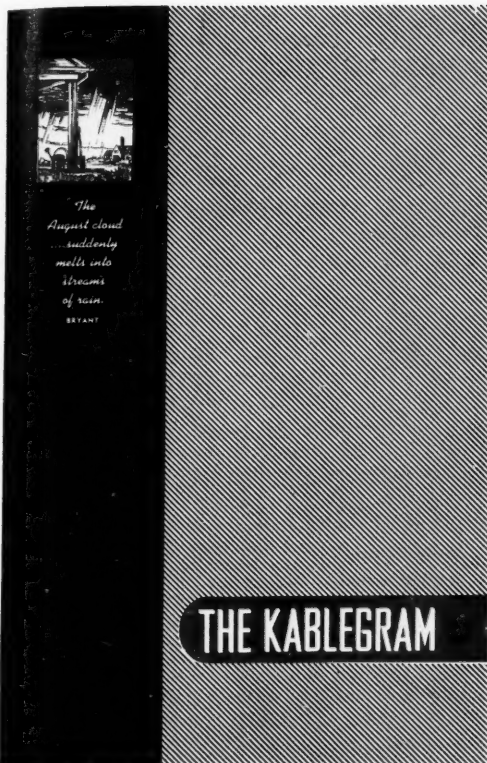
The Staples  
Occasional paper of



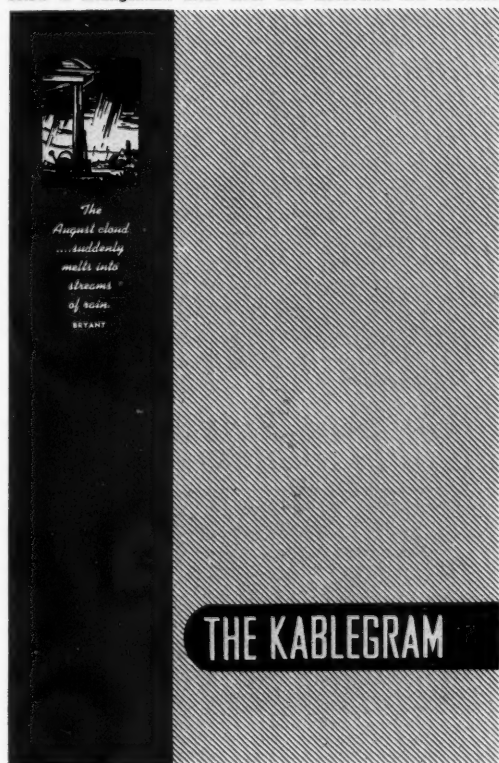
Staples  
Press Limited

Volume 4, Summer 1946, and Number 2

Calligraphic character of lettering makes the cover from English printer's company magazine interestingly different, so impressive



The procedure is not generally recommended, but when the pressroom of Cable Brothers Company, in Mount Morris, Illinois, got the colors reversed in printing this cover of their house magazine the result was not at all bad. The colors used were green and black. Above is the unintended result. The only objectionable feature is overemphasis of the solid band at the left side and the parallel rule pattern covering the balance of the page. Shown below is arrangement after error was discovered and rectified

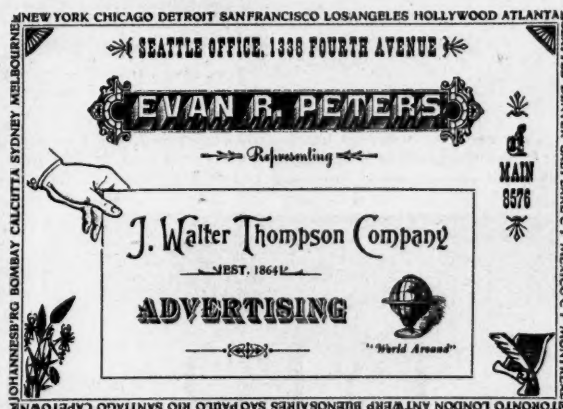


HUGO WEGENSEL & ASSOCIATES, of Dayton, Ohio.—Congratulations to you on the distinctive character and general excellence of the 75th anniversary brochure of the Merchants Bank. The oblong page of 11 by 8½ inches has worked out much better, particularly for the illustrations of the buildings and views, than would a page of more conventional measurements. The illustrations could be made larger. Practically all bleed off. Design and typography are excellent. In fact the only fault we can point out is that the pale gray, just the thing for background and highlighting some of the drawings, is too weak for the cover where the name of bank is in reverse color (the gray) on white stock and for the same line (not reverse color) on the title page. There is too little contrast between the gray ink and the white paper. The brochure is a demonstration of excellence in offset presswork.

P. K. THOMAJAN, of New York City.—Your letterhead set in large sizes of a type of the vintage of

stance where we pass. The piece is a novelty.

PAUL R. KISTER, of Wormleysburg, Pennsylvania.—Not one of your small size advertising pieces, some on Government post cards, is as good as your 2-color letterhead with illustration of a type character in blue. It is very interesting, although the small lines at left of picture are much too widely letterspaced. The cards are not bad, in fact from merchandising standpoint—selling what you offer when giving prices—they should do all right. The one offering tourist business cards is crowded and some words are too widely letterspaced, especially in comparison with the others. There should be consistency in spacing, whatever kind of spacing it may be. It has been some time since we have received any specimens set in Cheltenham Bold and Cooper Black but the latter looks good on the blotter "Printing for Every Purpose" which is neat and not crowded but not of distinguished layout. Avoid printing advertising




Bill Thorneley, of Seattle, has a lot of fun with his hobby of collecting old-time type faces and setting up unusual jobs with them. He went "all out" on this one

the horse and buggy age, with a rococo border simulating the effect of Louis XV carved furniture, scores high as a novelty. Printed on pink paper, copy, aside from your name, is a line "Wry Goods and Fancy Notions" beneath the name at top and "Wordchandise Guaranteed to Give Perfect Flits" and "Altercations Made If Found Unsatisfactory." Other readers of this will realize that your business is copywriting. Interesting, too, is the little blue memo sheet. For the benefit of other readers, it is featured by a 3-inch lower-case "i" along the left-hand side with base near bottom. The letter is initial for line "Idea Memo" in 14-point Baskerville, the line being just above the serif of the big "i." With your name in the same type just below the initial, starting off at center point of stem of the initial, an interesting and informal pattern is formed. The letters "dea" are not close enough to the "i." While we seldom like words sans any capitals this is one in-

on the strong colors, especially in deep tones like the red of the card advertising half-size letterheads at \$3.50 for 500. Many will find it difficult to read the smaller type of that piece.

CONN CREATIVE PRINTERS, Windsor, Ontario.—You missed a couple on the blotter for commercial photographer, Wild. As the full-color picture of the good-looking golden-haired lad faces left it should have been at right end of piece instead of the left. Pictures should look into rather than out of page, advertisement, or whatever the piece may be. Second "blow" was setting the text in caps definitely less legible and readable than lower-case. You could have achieved equal display value with fewer type styles for the rest and a more pleasing effect at the same time. Fewer and better related type styles are found in the wall card of important telephone numbers for which the same picture is used at top center. The 8½- by 11-inch round-cornered

**DON'T CLIMB SEVEN FLIGHTS**




If you're one of our "Pet" customers and come every day at all hours of the day and night, as well as on Saturdays and Sundays, to say nothing of the Fourth of July, Thanksgiving, Christmas and New Year's, etc., please read on: By special arrangement with the building superintendent, our Service Engineer is permitted to operate the passenger elevator. When the machines are running on our floor it is impossible for us to hear the regular elevator horns; hence, we have installed a special loud alarm looked up to a Chinese going on our floor for use after regular hours.

Walk in the front door at 422 First Avenue. Put one foot on the stairs as though you were going to climb the stairs. Stop, look to your left, and, shoulder-high, you'll find a square hole cut in the elevator cage. Reach in and push the button which is immediately behind the regular elevator button. This will set off the loud alarm on our floor—and we'll come right down and get you!

No, don't climb the seven flights of stairs! You'll be all out of wind and unable to argue with Ted, Sally, Ella, Grace, Al or Pop Stuart—and that would be terrible.

**EDWIN H. STUART, Inc.**  
*Typographic Service*  
 422 FIRST AVENUE • COURT 3897 • PITTSBURGH, PA.  
 THIS BLOTTER... BASTERSVILLE DISPLAY... CARSON 137 BONY

**One Big, Happy Family**



In trend with the times, Edwin H. Stuart, Inc. works very closely with their employees, believing that this is the inevitable trend. We have a clean lunch room, with hot coffee, relishes, etc., furnished free. No tight discipline. Each employee is permitted to use the telephone as they wish, or send a messenger on a personal errand. Perfectly-lighted composing room, ice cold drinking water, unlimited supply of all kinds of material with which to work. Craftsmen are told not to work too hard because with our superb facilities available, maximum production may be obtained with minimum effort, to avoid that four o'clock fatigue.


Key men are members of the Board of Directors and know all about the management of the corporation. Shop politics practically nil! Everybody calls everybody else by their first name or nickname. And all hands work for the customer always!


**Edwin H. Stuart, Inc. TYPOGRAPHIC SERVICE**  
 422 First Avenue • Court 3897 • Pittsburgh 19, Pa.  
 STUART MAKES TYPE TALK STUART LEADS IN TYPE STYLES

Pittsburgh's power strike makes top blotter particularly timely. The other promotion piece reads as if Edwin H. Stuart's would be a nice place to work. Top piece in pale green and black; second blotter in bright blue and black. This is one graphic arts firm which really believes in advertising

**TYPO**

**GRAPHIC**

July  1946



Colorful cover of house magazine of Edwin H. Stuart, Incorporated, Pittsburgh. Decorated with flag red and flag blue, it didn't need word "July"

A B C D E

F G H I J

K L M N O

P Q R S T

U V W X Y Z

**Good Impressions**  
 DESIGN • LAYOUT • TYPOGRAPHY

Z A B C D

Warwick Typographers designed this cover for bulletin of Associated Printers of St. Louis. Original in dull gray-green, with title in black on white

card is divided into three columns, with ruled lines for the user to add names and numbers in outer columns, and in the spaces left after "Police," "Doctor," "Fire," "Conn Stamp and Stencil Company" (your company), and "Carter's Flowers," which company, we suspect, shared cost of production with you. It is a neat job and an item which most recipients will fill out and hang near their telephones. Other readers may make use of this good idea. Really, though, the Wild blotter is below your regular standard.

**THE PERKINS-GOODWIN COMPANY, New York City.**—You may feel very proud of your commemorative book, "The First Hundred Years." It is beautifully done in all respects, including offset presswork. Case-bound with terra cotta cloth cover, the title on the front is printed in gray, black, and gold upon a label 3 3/4 by 2 1/2 inches, a nice size for the 9 by 11 dimensions of the book. Gold-stamped title on backbone adds to the excellent appearance. Gray end leaves are most suitable with printing of impressive design on one facing forward in white and terra cotta. Text in Weiss Roman is decidedly readable. Layout of type and pictures follows a novel pattern. Front margins are narrow, inside ones extremely wide, 2 1/2 inches, to be explicit. The half-tone illustrations, for the most part of men prominent in the company at different times, are printed in the wide back margins. While decidedly unconventional the effect of margins does not strike one as bad, probably because the novelty of treatment compensates. Even so, the front margin could be wider to advantage, especially

in view of the extensive bottom margin. The contrast is severe. Atmosphere is given through the use of so-called "horse and buggy" types for display on the sectional title pages such as "Civil War Years." We could enumerate additional good features but space is running low.

THE CLEGG COMPANY, of San Antonio, Texas.—We're delighted you are again producing those beautiful and impressive brochures which have served as the invitation to the annual Pilgrimage to the Alamo. The big size, 11 1/2 by 15 1/2 inches, makes the item look important, in keeping with the event. As in former years it is well done. The heavy rough cover stock with front edge deckled is reinforced inside by a glued-on sheet of deep red smooth cover paper, this like pages of text being slightly smaller, the cover extending about one-fourth inch. The second color on pages of text, which are separated from cover by leaves of tissue, matches the red of cover stiffener and is the color in which the front design is printed and embossed. The design is highly simple, the oval seal of the city four inches high appearing near the top with line of cursive lettering, "Fiesta de San Jacinto," very close to bottom, too close considering side margins are wider. This is the only flaw worth mentioning in



Personalized greeting sent out last Christmas by Warwick Typographers, of St. Louis. Red and black

..... The unusual in advertising copes with summer business conditions. Our customer-consultation service creates advertising .....  
 ..... for many local as well as national concerns. We suggest calling .....  
 ..... 2-5131 whenever your business requires printed advertising. ....  
 ..... Many PROGRESSIVE advertising executives call us regularly. ....  
 ..... FRYE PRINTING COMPANY • SPRINGFIELD, ILL. ....

developed goose pimples or something like that lest the opening of the color plate would be too big and stock would show between the cut in brown and the green panel. In consequence, playing safe, there is quite an overlap which suggests a rule around the halftone of the cow. This is much to be preferred over white paper showing up irregularly between picture and green frame. We believe, however, it would be better if the halftone of the animal were cropped to show some white around between it and the green frame, introducing some white in the lower part of the page. If, say, six points were decided upon as

Lots of refreshing white space distinguishes the work of typographer Ben Wiley. Pink is second color

the brochure and we'd prefer to have the line near the seal. Layout of the eight inside pages on very heavy and rough white paper is decidedly impressive and typography is excellent. The large process illustration on the coated paper tipped onto page 4 and facing the invitation page, set in 48-point cursive type, is a further very impressive feature. You have achieved a fine piece of work of which all participating may feel very proud.

HOWARD FRANKLIN, of Charleston, Illinois.—That is really a striking and interesting cover you worked out for the catalog for the annual sale of the Jersey cattle club. It is far and away better than the cover of last year's book which, although of just common straight-away composition, is better than covers for such booklets usually are. It lacks character and distinction and is old-fashioned whereas yours has those qualities and is an excellent example of modern typographic layout and composition. For the benefit of other readers copy of the title is in brown ink (Jersey color) against the white paper. This occupies something less than half the page up and down. Following is a panel frame in green about one and a half inches wide cut from rubber inside which a halftone of a cow is in brown as is legend below over the green. The frame bleeds off sides and bottom. You indicate you

# CONCERT

By Canton All-City High School Band

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## KARL L. KING

GUEST CONDUCTOR

### Saturday, April 13, 1946, 8 p. m.

Timken Vocational High School Auditorium

Admission 60 Cents Tax Included

Students of Timken Trade School, Canton, Ohio, make good use of Caslon for poster. Decoration in red

# VISIT THE ZOO

## Lincoln Park

### OPEN DAILY

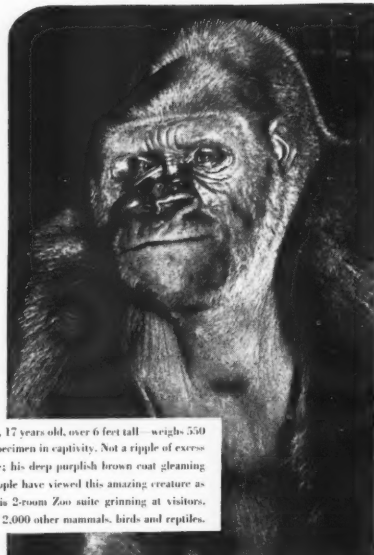
All year . . . 9 A.M. to  
5 P.M., including Sundays  
and Holidays

### EASY TO REACH

Motor Coaches, Surface or  
"L" Lines take you there.  
(2200 North 100 West)

### ALWAYS FREE

**GORILLA** . . . Bushman, 17 years old, over 6 feet tall—weighs 350 pounds. Most impressive anthropoid specimen in captivity. Not a ripple of excess fat on his huge, magnificent physique; his deep purplish brown coat gleaming over iron-like muscles. Millions of people have viewed this amazing creature as he squats on the big steel stool of his 2-room Zoo suite grinning at visitors. Lincoln Park's famous Zoo has nearly 2,000 other mammals, birds and reptiles.



CHICAGO PARK DISTRICT

Bushman, 17-year-old gorilla in Chicago's Lincoln Park Zoo, isn't handsome but his picture makes an impressive poster promoting facilities of Chicago Park District. Original in blue and black on white. Outstanding feature of other poster is rich color combination of orange and brown on ivory stock

the width of the white line you could have cut the halftone or the rubber green plate that much accurately enough to look well. However, as already indicated, you did a good job on the cover. Despite the fact that the standard pedigree form is difficult you could have done better on the inner pages.

QUALITY PRESS, of Victoria, British Columbia.—Few of the many pieces you submit call for serious adverse criticism. To have sent us so many reflects credit upon you, shows you want constructive criticism, are not just seeking complimentary reference, which doesn't, of course, imply those sending less are. Of the stationery, that of de Marquetiere heads a fine parade. It is simple, yet colorful and, so, packs a punch. Letterheads of Victoria Marine Agencies and Fishermen's Co-Operative Federation are distinctive, colorful, and impressive, while that of Cyclos also rates a high score. Comparatively, forms of Durand Agency are inferior but more of the printing being done today is worse than is better. Leading fault is the type selection; with so many better type styles, including the modern sans serifs, now available there's little if any work for which the Copperplate Gothic has any advantage. If there be any it is for the smallest sizes on form work, certainly none where style is a consideration. These Durand pieces have a fault common to the others, one to be watched. Space between words is too great, between lines comparatively too small. Be-

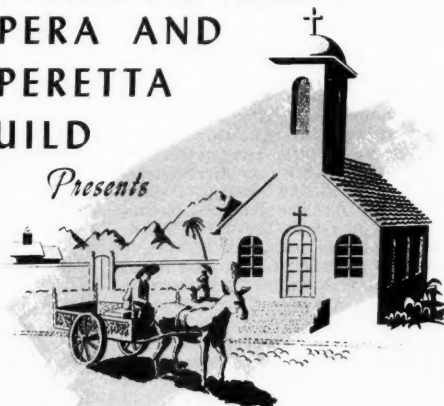
Be sure to mark your  
Calendar now for the  
Evening of MAY 24, 1946  
—the third dinner of the Twenty-five  
Year Club, most exclusive group at  
The Lakeside Press. It's on the house.  
Come to the Red Lacquer Room,  
Palmer House, 6:30 P.M. Good  
dinner, good show, & a good time.  
The party can't be perfect without  
YOU; so please sign the enclosed  
post card and mail it on or before  
MAY 11, and check which dinner  
you prefer — meat or fish —  
R. A. DONNELLY & SONS COMPANY  
R. A. DONNELLY & SONS COMPANY  
Bill Bowes

Handlettered by Ray DaBoll, Chicago calligrapher. A yellowish-brown was used for second color. Generous white space, taking advantage of the vellum-finished stock, "sets off" copy

THE CHICAGO PARK DISTRICT . . .

## OPERA AND OPERETTA GUILD

Presents



Mascagni's famous one-act opera

# CAVALLERIA RUSTICANA

CAST  
OF  
75

Directed and  
conducted by  
WILLIAM  
FANTOZZI

SUNDAY, MARCH 24  
3:00 P.M.  
AUSTIN TOWN HALL  
LAKE ST. & CENTRAL AVE.

SUNDAY, MARCH 31  
3:00 P.M.  
HAMILTON PARK  
72nd & NORMAL BLVD.

SUNDAY, APRIL 7  
3:00 P.M.  
PULASKI PARK  
BLACKHAWK & NOBLE STS.

GENERAL ADMISSION 50¢ (incl. tax)

tween words there should be no more than enough to set them definitely apart. And space between lines should be greater than that between the words of the lines. When a word of one line is nearer one in a second line it is tied up with that rather than with words of its own line. One very excellent letterhead otherwise (that of Vancouver Island Trail Riders Association) is handicapped by just that thing, inordinately wide spacing between words of second line. These particular caps require special spacing. There is so much space on some letters that when full sided letters like "T" and "L," and "I" and "D," for examples, come together (note second line) then close fit looks bad, breaks up desirable even tone. This could have been among your best letterheads for it has distinction and strength. There are too many distinctly different (scattered) groups or units of eye appeal in heading for Betts' Book Shop, besides the arrangement (widest at base) is never as pleasing as the inverted pyramid. Rulework overshadows type on headings of Co-Operative Consumers and MacDonald's Limited, especially the latter where the lines of the top group are crowded to the point of real congestion. A larger percentage of your business cards than of stationery forms are top-flight. In fact, there's not one we'd rate "poor." Those for Holley, Dominion Cab, and E. H. May are both distinctive and impressive. Scouraks approaches their class but

lines of small type are too crowded, rules between first two of these handicap rather than help the effect. The official program for the celebration of the reception to those who returned from service is superior to the average souvenir program. We wish one style of type—at least for display lines—had been used for all the advertisements throughout. The practice gives such booklets character. Even so, you didn't go to the extreme evident in most such booklets. The cover of "Discovery Trails" has, in so far as the design, type, and lettering are concerned, just the right rugged atmosphere to which the heavy embossed cover contributes. However, printing in black on the green stock is not so good as green ink on white paper or deep green ink on light green paper would be. Brown tones are also good to represent the rugged outdoor life and purples are excellent for the West. But, note spacing between words "Trail" and "Riders." O, boy, but did you hand us a package! This has already exceeded quota a hundred percent and there's more! Most interesting—and among the most attractive—item is the booklet "Living Traditions," most cuts for which come from England. We salute the platemakers of our great ally for the excellence of the engraving work and your pressroom craftsmen for the manner in which they have seemingly brought out all the plates have. Considering all phases, this is the outstanding piece in the collection you sent. We could mention the other items but that would be in the nature of an anticlimax

THE REID PRESS, Hamilton, Canada.—Your plastic-bound 10- by 8-inch brochure, "Natural Color Vignettes," wins our oscar for the most impressive and best-executed item for advertising a printing business seen for a year. Leaves between the cover follow the same pattern. On twenty-eight of them groups of fruits and vegetables, some in dishes, others not, all outlined, appear in full color on one side only. Across bottom there's a band in colors repeating the title from the cover followed by your name. Extending in from along left side is a band of green becoming finer as it extends to right a la vignette. Illustrations are from natural color photographs which you promote effectively in one of the first leaves with further copy on the right-hand facing page. Your copy is good; we repeat it for our other readers: "The following pages carry examples of this new color reproduction process made in our own camera, art, and lithographic departments, which describe more vividly than words the natural brilliance fidelity, and almost three-dimensional realism which it is now possible to secure." It is interesting to note the advance in offset during recent years. The colors, as you say, are really bright. Those red cherries! The leaves are varnished (or roller coated) on the printed side and that helps a lot. One look at the piece and your most particular prospect or customer will not question your abilities and facilities to accomplish successfully the most difficult and particular work, of course if his eyes are good and his taste discriminating. And someone remarked to this reviewer not long ago that quality in printing was on the down grade. That may be true with respect to much small work because of the indifference of average shop workmen but, all things considered, the finer work done today is superior to the best work of any era of the past.

## ITU FORESEES INCREASED TROUBLE IN AF of L FAMILY

● BECAUSE the National CIO has advised its subordinates to use the offset process of printing rather than letterpress, in order to obtain thereon the union label of the Amalgamated Lithographers of America, the International Typographical Union foresees increased "troubles of the family of the AF of L printing trades unions comprising the International Allied Printing Trades Association."

Recently a general letter was sent to all CIO affiliates by James B. Carey, secretary-treasurer of the National CIO, concerning the affiliation of the Amalgamated Lithographers of America. Part of the letter reads as follows:

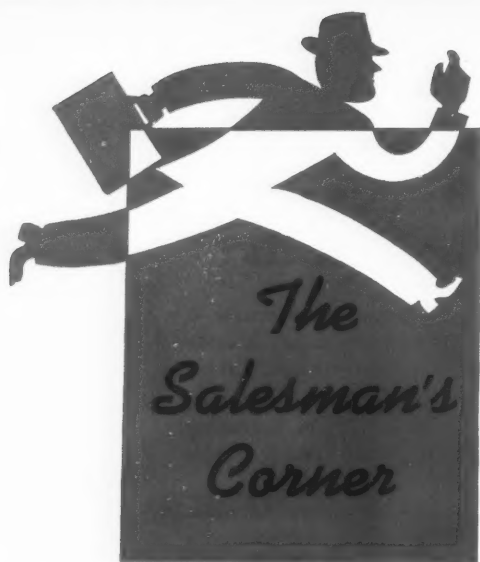
"There is more involved than a word of welcome. The affiliation with us of the Amalgamated Lithographers of America makes it possible for much of our printing and publication work to carry a CIO union label. Virtually any printing order required in quantities can be produced by the lithographic process. In many instances, so produced, it is superior to the ordinary printing job. For your convenience, there is attached a directory of the Amalgamated Lithographers of America. We suggest if you are in the market for printed matter that you contact the local representative of our CIO affiliate. He will, we are sure, be glad to refer you to concerns that are organized."

Officers of the ITU have published a statement in the November issue of *Typographical Journal* to the effect that "the dominant position in the printing industry long held by the ITU is threatened by increased use of other than letterpress methods of printing," and "the threat is to both the commercial and newspaper branches of the industry." The statement continues:

"Acceptance of a charter in the CIO (by the ALA) conceivably could involve the ITU far beyond its desire in dual claims of jurisdiction over the printing field by AF of L and CIO unions. Injection of the CIO into the printing industry will only add to the troubles of the family of AF of L printing trades unions comprising the International Allied Printing Trades Association. . . . Dual claims of jurisdiction by AF of L and CIO unions, such as have plagued other industries in recent years, may be in store for the industry upon whose ability to survive and prosper depends the livelihood and welfare of our members."

It is stated that the ITU executive council had tried last May to avoid the invasion of the printing industry by the CIO by inviting the Amalgamated Lithographers to confer with the council "for the purpose of devising mutually satisfactory ways and means of effecting affiliation of the Lithographers with the ITU." The response was not encouraging, so the report states.

The ALA is said to claim a membership of 20,000, in nearly one hundred local unions. The Photo-Engravers' and Printing Pressmen's Unions refused to recognize them as a separate printing trades union but wanted the ALA to divide its membership between those two AF of L unions. This the ALA refused to do, recently withdrawing from the AF of L to accept a charter from the CIO.



By FORREST RUNDELL

● "THE ART of salesmanship is the art of compromise." So says Lew Hahn, General Manager of the National Retail Dry Goods Association.

"Suppose, for example, I want to buy some shirts. I like blue broadcloth. So I go into a store that looks promising and ask for blue broadcloth shirts. The clerk asks 'Must they be blue broadcloth? We have some very good poplin shirts but no broadcloth.' Poplin shirts are good too so between the poplin and no shirts at all I compromise on poplin. Then comes the matter of color. 'I'm afraid I have no blue poplin,' the clerk says, 'but I have an attractive shade of green.' Green is my pet hate. 'How about white?' he asks. White is always satisfactory so we compromise on white.

"Then comes the question of the price. The clerk says the shirts are \$4.85. I have in mind paying about \$3.75. The clerk says, 'I'm sorry but we have only the one grade. We found these shirts so much more satisfactory than the cheaper quality that we are stocking them exclusively.' By this time I am beginning to like the looks of that store. Besides, if I insist on cheaper shirts I will have to dig up a store that has them. So I compromise by paying a little more instead of running all over town in an attempt to save a few dollars.

"Finally we look for my size. I need 16-34. The clerk looks over his stock. He has 16s in 33 and 35 sleeve lengths but no 34s. The 33 shirt is obviously too small and 35 is too large. 'Tell you what I'll do!' says the clerk. 'Leave the 35s with me for two or three days and I'll have them taken up.' 'But,' I object, 'I am leaving town tonight and I need the

shirts to take with me.' 'What time are you going?' 'Four o'clock.' (I really am not going until five but I want to make sure the shirts are ready before I leave.) 'Very well. They will be at your hotel before four o'clock.'

"And so by compromising at every step the clerk and I arrive at a deal which, if not just what I wanted, was mutually acceptable."

Mr. Hahn's proposition suggests a sound technique for printing salesmen to try. Consider that buyer who plagues us by exacting impossible promises and then going after our scalp when we fall down. His habit is to hold up copy and plates, at the beginning, hold proofs for a week, and then give us galleys of A.A.s.

This time we offer him a compromise. He wants the delivery in four weeks. We agree to give him delivery in four weeks but phrase our promise cautiously. We will give him proofs within a week from the time he gives us the complete copy and plates. And we will give him the complete job eighteen days after his final okay. This proposition is a compromise in that while we agree to make a delivery date he also agrees to hold to his part of the schedule. He probably will hold up the job anyway but he has no comeback on us if delivery is late.

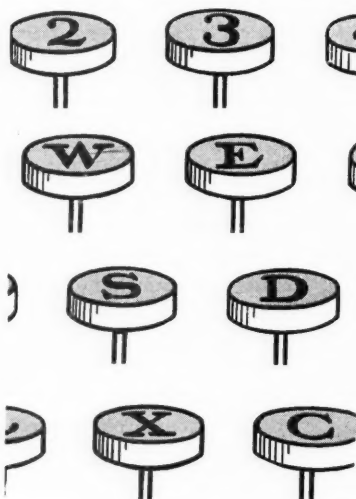
Or take a complication which the present paper situation often begets. We make a promise expecting the paper we have been promised to be available by the time the job is ready to run. It isn't. The paper man who sold it says it has been held for next month's quota. The

customer insists that he must have his mailing by the date originally promised. In this instance we have protected ourselves by inserting a clause in our estimate which makes our delivery date subject to availability of outside purchases. But even though we are protected formally we are still a target for the wrath of our customer and the hot wrath of a customer is no asset for any salesman. Clearly we must do something to make him happy.

We have some more expensive paper on hand which we bought for a job which will not be ready to go to press for some months. We offer him the job printed on this extra grade paper, taking a chance that we will be able to replace it before the original job is ready. The price will be a little higher but delivery can be made on time. If the customer is willing to accept this compromise he can save himself a long wait. He may not like our proposition too well but probably will find it more acceptable than a long wait.

However, it is in the matter of price that we have the greatest opportunity to offer compromises. If a job is complicated or elaborate there is not one buyer in a hundred who can write the specifications that will give him the quality he needs at the lowest possible price. The buyer is almost certain to miss chances to save money by compromising on minor points.

Take one buyer the writer has in mind who furnishes the layout and plates for his sixteen-page booklets. Despite repeated warnings he persists in making his size 6 by 9 inches



Your copy is written

You've got the makings of an excellent advertising program. What next? Finding a printer with the skill and equipment necessary to put your selling message into attractive, effective printed advertising form. That's where WE come in. A call will bring a courteous helpful representative.

YOUR PRINTING COMPANY  
Yourtown, U. S. A.

Another I-P Sales Idea for You

THE INLAND PRINTER for December, 1946

bleed all around. Cutting the size to 5¼ by 8¾ inches would sacrifice little in visual appeal, would save on both the paper and press work, and would even save a little on plates. Furthermore, if this buyer would only compromise a little on the time element and show his dummy to his printers before he makes his plates he would save still more. He usually has ideas he could ditch without losing any of the booklet's appeal.

Another customer had his heart set on a brochure of twelve pages and cover. The cover was to be 100-pound coated; text 70-pound. Admittedly the heavier cover might make the job a bit more impressive. But the extra effect was not worth the extra cost of running and binding two fours and an eight instead of one sixteen. Sixteen pages self cover could be produced at a cost that would stay within the buyer's budget; twelve and cover would run over. The buyer saw the point and compromised on the self cover.

Sometimes, it is true, an effort to compromise backfires. This is especially likely to happen when the buyer does not know the salesman well. The writer once messed up an inquiry for a salesman, who was ill, by handling a suggestion badly. It was on a four-page folder and the artist had drawn the artwork for page one in such a manner that it would have required a combination plate, 8½ by 11 inches. Shortening a single line one-eighth of an inch would have allowed the plate to be made in two pieces at less than half the cost of the combination.

The artist, however, was miffed at the suggestion. It was impossible, he said, to altar a single line in the drawing. The customer agreed with him, and the writer lost the order.

Watch your step in offering compromises. If your customer suspects your motives you will find yourself in hot water.

As Mr. Hahn so truly said, the *art* of salesmanship is the *art* of compromise. No form of art is learned in a day. Any salesman who has learned his production technique thoroughly should be full of suggestions which will save money for the customer. So should a production man. Getting a customer to accept suggestions gratefully is another matter. *That* takes salesmanship which can only be acquired by deep study plus hard knocks.

By the time you get to a point at which your customers consistently accept your compromise offers you can be sure you are a real salesman.

# Actions Still Are Louder Than Words

*Universal language can help in keeping world at peace but alone cannot bring about a brotherhood of man* • *By Edward N. Teall*

● THE FUNDAMENTAL fallacy in programs of international pacification by means of a common language for use in international negotiation is a *misunderstanding of human nature*. Correction of ancient conflicts and clashes rests not in linguistic revolution but in restriction of the will to fight. Language, the universal means of human communication, can indeed be a very powerful agency for good or bad relations between families, nations, or races. Hungarians in the armies of the old Austro-Hungarian Empire resented, to the point of mutiny and civil war, the issuance of commands in the language of the dominant element in the hyphenated relationship. Revolution spawned in the muck of linguistic diversity.

One of the most influential factors in the might of America is the

use of a common language throughout the forty-eight States of the Union. It promotes partnership in thought and cooperation in action, adjustment of limited interests to inclusive relations—and does indeed constitute something of an argument in favor of a world language as a force for promotion of international friendship. But it is not the final factor.

The speech of a Maine man differs from that of a Southwesterner. The two Portlands have varying idioms and differences of pronunciation, but either can readily make its meaning clear to the other. As New York apples are sold in Oregon, and Oregon fruits are sought in Bagdad on the Subway, so there is perpetual swapping of ideas, and reciprocity in verbal intercourse, an interstate commerce over the lines of language. BUT: facilities of exchange are less important than the possession or lack of products fit for exchange and the spirit of true bargaining. Good will in advance is the fundamental necessity for successful international negotiation.

Semantics, the science of meaning, operates for *good* (mutual understanding) or for *bad* (inability to "get together") in either the personal or public relationships. In private conversation or international negotiation, as in a treaty, a phrase used with friendly intent by one party may deeply offend the other party; the definitions do not jibe, and translation fails of its mission.

The real question is whether common use of any existing language, as English or French, or the invention of a new language, could guarantee avoidance of mental conflict, the wrangles of statesmen—and the waste of money, the destruction of property, and the loss of lives that go with war. The towers of Babel may lean increasingly, but they continue to radiate confusion. People want peace, in any language—and get it in none.

And so we get down to the meat of the matter: Is language, or is it not, a truly *decisive* factor in world peace, happiness, and prosperity? I maintain that it is not. (But in fairness let it be said that I am something of an Isolationist in reaction to U. S. foreign policies, believing

## "INTERNATIONAL LANGUAGE?"

The difference between Secretary Forrestal's statement (of September 30, 1946) on our naval policy in European waters and Admiral Halsey's truculent remark that "we will go where we damn please" is the difference between forthright and reasoned statesmanship and jingoism.

The steady circulation of American men-of-war in the Mediterranean had been explained as a gesture of "good-will." Good-will nothing, said Mr. Forrestal: the Navy is in the Eastern Atlantic and the Mediterranean on the serious and legitimate errand of discharging the war-incurred obligations of this nation, protecting our interests, keeping the peace, and carrying out the foreign policies framed for these purposes.

The simplicity and truthfulness of Mr. Forrestal's statement are probably what made it seem remarkable, even sensational, in an era when the heads of many states are alternating between fair words for their wartime allies and verbal attacks on them, rarely suiting their actions to their oratory. If it is an exception to the rule of diplomatic exchanges among nations to state a policy so clearly that no one can mistake its terms or fail to understand the reason for the policy, then Mr. Forrestal's declaration must be put down as an exception.—ARTHUR CROCK in the *New York Times*

that "charity" in the sense of good will and maintenance of the estate of "good neighbors" should not cross the borders until all is safe and secure within them, and that good judgment is at least as important and valuable as good will.)

So much, then, by way of destructive criticism; what can be offered on the constructive side?

I think our American opportunity is confined to the territory of (1) our own use of our own language, and (2) promotion among ourselves of sympathetic understanding of other peoples and *their* languages.

(1) Of these two, the first should come first. Our addresses to other peoples should be worded in the clearest, most completely understandable, utterly unambiguous and formula-free wordage possible. This means, definitely and specifically, that diplomatic formality should be not only discouraged but abandoned—by Executive Order or, if necessary, by Act of Congress.

Basic English? Helpful—within severely strict limits. Semantics? Take it straight, not with a chaser nor in a cocktail. Take it without double talk. Do not cloud the issue of speech with theories.

(2) "Sympathetic understanding" holds no content of sentimentality or vague idealism. To speak specifically again, this means that we should educate young Americans in foreign languages with a thoroughness and practicality never as yet known in modern-language work in the schools and most of the colleges of this country. Understanding of grammar is desirable (ENT thinks, indispensable); but a person living in a foreign country and *hearing* the language in its idiom, as spoken, knows more of that language, even though he cannot state one rule of its government, than one who knows the textbooks of its grammar, and has assimilated its dictionary vocabulary from A through Izzard. We can teach more idiom without having to teach less grammar.

\* \* \* \* \*

Thus we have two fields for definite action toward attainment of the goal set up by the advocates of international language: *promotion, in education, of better use of our own language, and more practical and more general instruction in the languages of other peoples.*

*Proofroom*, which represents the printers of America, stands and works for both.

P.S.—Under date of October 1, 1946, the *New York Times* carried a dispatch from Tokyo, under the heading "Linguistic Debate Bogs

Tokyo Trial—French Prosecutor Accused of Contempt for Insisting on Using His Language." The International Military Tribunal spent two days arguing the matter. The language tangle had begun months earlier, when the Russians disregarded our order that the proceedings should be conducted in English and Japanese, and appointed a judge who spoke Russian only. The French then insisted on having their speakers use their own language. The French prosecutor, dis-

regarding an order to speak English, was finally threatened by the president of the court with proceedings for contempt. And so it went, with many complications as the court floundered in the bog of language.

All this does not prove that an artificial world-language would iron out the world's wrinkles, but it does make one wonder—and leaves some of us believing that the best hope of reform lies deep down among the taproots of human nature.

**Let  
Royal  
Typographers**

**put that extra kick  
in your composition**

*"They're just the type"*

**1309 Noble Street, Philadelphia 23**  
Typographic Department of Royal Electrotype Company

**"TRICKS WITH TYPE"**

A Philadelphia typographic service house does some tricks with type in a series of advertisements, one of which is reproduced here, about three-fourths actual size. Other advertisements were illustrated with the cartoons shown above, made by pasting up proofs of type characters.

# Like Red...Another Tricky Second Color is

**DON'T USE IT**  
*This WAY...*

## ORANGE

**USE IT**  
*This WAY...*



Printing display type in orange is not usually advisable. Small type is next to impossible to read

*By Glenn J. Church*

● ORANGE, like its next door neighbor in the color wheel, red, has many highly desirable characteristics as well as some potentially disastrous pitfalls. It is not as gaudy as red, but possesses much of its brilliance, life, and warmth. It has more strength than its other color wheel neighbor, yellow, thus it meets many requirements not met by yellow.

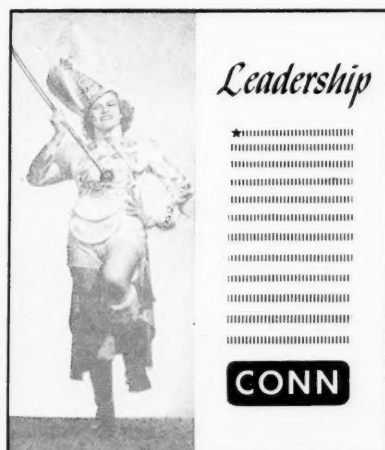
Like all lively second colors, its use requires exercising more than ordinary care. Its bright hue is deceptive, for in value it is not strong enough to be generally used for printing type. Halftones, likewise, are not as a rule satisfactory in orange. When they are to be used they should be of a symbolical or decorative nature in which the recognition of detail is unimportant. Good contrast in the halftone copy will help.

Printing large areas in orange should be avoided. Orange is most effective when employed in well-placed "spots." Whenever a background is to be printed in this second color, using a screened plate may solve the problem.

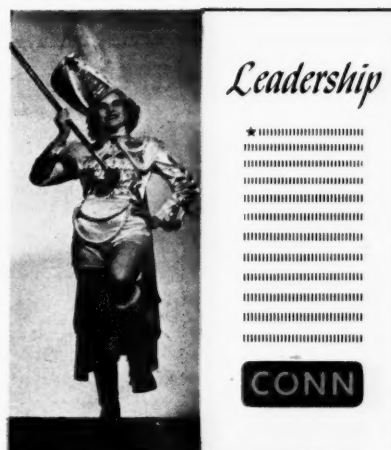
When the result, not the cost, is the determining factor in how to use orange, try the out-of-the-ordinary effect demonstrated in the two-color halftone at the right.



Used in bands underneath the display type lines, orange adds color without impairing readability



Avoid halftones in orange unless they are symbolical or decorative, or details are unimportant



Colorful, pleasing, and out-of-the-ordinary effect achieved in a two-color (black and orange) halftone



The effect is gaudy; the eye finds the printed page uninviting, illegible. Solid orange is too brilliant a hue to be used for an all-over background.



Screening extensive areas to be printed in orange may solve the problem of avoiding overuse of this second color. Some elements may be left solid

## Lithography Continues to Gain in Percentage

According to official United States Bureau of Census figures, in 1909 gross sales of printed matter produced by lithography amounted to about 13 per cent of the gross sales of letterpress-printed matter. By 1939, the last year for which official figures are available, the percentage of lithography sales in relation to letterpress sales had risen to over 20 per cent. A fact more striking than this is revealed by a preliminary sampling which shows lithography sales up almost 86 per cent in the past six years, as compared with a 58 per cent increase in letterpress sales.

### A COMPARISON OF LETTERPRESS AND LITHOGRAPHY SALES

YEAR	LITHOGRAPHY SALES	LETTERPRESS SALES
1909	\$34,109,233	\$250,877,869
1914	39,135,976	307,330,861
1919	73,151,115	597,663,228
1921	79,472,260	690,074,975
1923	91,670,752	738,227,363
1925	98,721,268	806,887,417
1927	97,050,124	906,468,767
1929	121,014,321	1,021,897,000
1931	87,433,164	804,017,000
1933	68,188,447	519,990,000
1935	92,046,916	698,820,000
1937	137,730,581	809,795,000
1939	165,248,656	816,999,838

Above are the latest official Bureau of Census figures. However, recently-released figures on a preliminary sampling reveal this striking fact: 4,367 identical printing firms, reporting on business done in 1939 and 1945, indicate that while letterpress sales increased 58.08 per cent, the lithography sales have soared to an 85.89 per cent increase

### A COMPARISON OF REPRODUCTION PROCESSES — METHODS, PERCENTAGE, SPECIALTIES

METHOD	PROCESS	PERCENTAGE	SOME SPECIALTIES
<b>1. RELIEF:</b> Printing from a raised surface	<b>LETTERPRESS</b>	69	Wallpaper; newspapers; books; magazines and general commercial, advertising, and catalog printing
	<b>ANILIN</b>	2	Glassine, Cellophane, metal foil, and other packaging materials
<b>2. INTAGLIO:</b> Printing from a recessed surface	<b>ENGRAVING</b> (Steel die and copper plate)	2	Stationery; bank notes; greeting cards; bonds; certificates; business cards; announcements
	<b>GRAVURE</b>	6	Pictorial supplements; catalog sections; magazine and magazine sections; cotton and silk yard goods; metal foil; glassine; Cellophane, and other packaging materials
<b>3. PLANOGRAPHIC:</b> Printing from a plane surface	<b>LITHOGRAPHY</b>	14	Labels; maps; posters; displays; certificates; blow-ups; metal decorating; diplomas; magazine inserts; decals; safety paper; magazines, books and general advertising, catalog and commercial printing
	<b>GELATIN PLATE</b>	2	Portraits; art subjects; blow-ups; inserts; murals; signs; displays; reproductions of continuous tone copy
<b>4. STENCIL:</b> Printing through a stencil	<b>SILK SCREEN</b>	2	Signs; car cards; metal and glass decorating; short runs of black and process work of all kinds; printing on practically any surface or material
	<b>Mimeographing and Gelatin Duplicating</b>	2	Office forms; bulletins; notices; circular letters; plant orders
<b>5. LIGHT:</b> Printing by exposure	<b>Photographic</b>	1	Reproductions of continuous tone copy; blueprints; black prints; photostats
TOTAL		100	



THE

# PRESSROOM

BY EUGENE ST. JOHN

Questions on pressroom problems will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential if you so desire and declare

## CAKING ON PLATE AND SHEET

Enclosed you will find five sheets of a job we have printed. Sheet 1 was the yellow printed first in a semi-opaque color. At the time of printing the yellow printed well, with no trouble at all. When we surprinted the black over the yellow, that seemed all right too. When the black set on top of the yellow, we got the marks shown on sheets 2 and 3. Sheet 4 seems okay. These marks varied in different places when the black was printed over the yellow. Sheet 5 shows result of varnishing. We thought that it would cover up the marks but it didn't do much good. We would like to know, if possible, what caused these marks. A job cylinder press was used.

When you hand-rub the first sheet, printed in yellow only, you discover the basic trouble is streaks of wax-grease compound in the print. When you varnished, the varnish failed to take on the wax-grease although it took well over the surrounding areas. This phenomenon is sometimes referred to as an oil or grease or "dope" float as it works under different conditions in the different multicolor jobs.

In this job, it is necessary to view every facet to discover why these streaks of the wax-grease compound were arranged parallel to the bearers on the plate and at one end of the plate only. As this is basically an inking problem, the various factors should be examined in relation to inking. The two most obvious possible causes of inking trouble are the paper and the form.

No two of the five sheets have the same caliper and finish. If this was a condition all through the run, four sorts of the sheets would have been inked too heavily by far as the fifth sort of sheet was inked too heavily because makeready was not thorough. The form consists entirely of solids of various sizes. If cut-out overlays had been used, less ink would have been needed and the trouble might have been avoided.

In these days of rush printing, the cut-out overlay has almost fallen into complete disuse. With favorable

inking conditions it is not often necessary as when using a good halftone black on a solid form on coated paper. These semi-opaque yellows often give trouble on coated paper and so the cut-out overlay on solids is helpful.

Streaking stemming from piling and caking is akin to mottling and most frequently caused by using too much ink because the makeready was not complete.

## IMMEDIATE BACKUP

One of the jobs our shop does is print the school paper on a hand-feed platen press. It becomes necessary for us to back the second run immediately after the first run is finished. With this immediate backing, we have trouble with the ink offsetting onto the tympan, making the printed sheet hard to remove. We have tried talcum, wax, and nearly everything to stop this action but find washing the tympan works best. This we do after every seventy-five sheets. Are there any other methods to prevent this offset?

There is a special tympan paper available to cope with this problem. While it is better suited for use on presses other than those where the sheet must be fed over the tympan to gauges, because the slippage of the sheet is combated on the latter, still with a little practice one learns to hand-feed the sheet over this special tympan.

XXXXXXXXXXXXXXXXXXXXX

✓ WRONG MAN

✓ WRONG TOWN

In the caption to a picture on page 48, our November issue, Gerald LaFontaine, president of Montreal Club of Printing House Craftsmen, was mistakenly identified as Oscar Petterson, president of the San Francisco Club. We are indebted to Charles W. Gainer, former International treasurer, for calling this error to our attention.

XXXXXXXXXXXXXXXXXXXXX

## COATED BOXBOARD TECHNIQUE

The enclosed article, printed in a foreign magazine, the name unknown, has been brought to my attention. Could you refer me to a source where I can get first-hand information? The article reads:

"New Printing Technique." A new technique for printing on boxboard is reported from America. Previously boxboard printing has usually consisted of reproductions in color with a very coarse screen but under the new technique art reproductions in halftone and four or five colors can be printed with a screen as fine as 200 with the result that much more brilliant reproduction can be obtained. This is a great achievement and should go a long way toward raising the standard of carton and boxboard design. In the past, reproduction with such a fine screen as 200 has only been possible on high-grade art paper and, where such a good standard has been used, it has meant labeling the box or carton. In the new process the reproduction is printed directly onto the board. It is made possible by pre-coating the board with a preparation which gives a much finer printing surface, similar to a coated paper, and also by using very rapid drying printing inks."

The reference is to the "patent coated" and "clay coated" boards developed in recent years to meet the tremendous demand for better package decoration. The tonnage has become so great that the necessary printing and litho inks for printing on these stocks has become one of the most important divisions of inkmaking. For details of technique consult the mills that make these "coated" boards and the leading inkmakers.

A scientific approach to the art of papermaking has led to recent improvements in the former beating division. Previously the beater had three jobs: defibering, refining fibers, and blending the fibers, color alum, clay, and any other required ingredient. The beater could perform only one of the jobs well. The other two were not so well done. This led to the hydrafiner, the hydropulper, and hydracycling tanks.

The board used in folding cartons referred to is generally made on the cylinder paper machine and consists of four to six layers firmly matted together. The layer on top, to be printed on, is termed the "liner." A better grade of stock is used for the liner. If it is of a good grade of white stock to which has been added a considerable percentage of clay or other white filler during the beating, the board is known as "patent coated." Clay coated board is usually made from a slightly cheaper board that is coated with a mixture of china clay and casein in the usual coating process. These two are the grades of board best suited to printing and lithographing. Formerly the cartons were ordinarily printed in not more than two colors but improvements in board allow the use today of five and six colors.

A number of problems were presented to the inkmaker. One was an ink that would dry hard against the abrasion met in filling and gluing machines and of one carton against another in transit, and sometimes abrasive matter like sugar or salt in the cartons. Pigments used must be on the fast-to-light side else uniformity in shelf and window display would be lost. Fastness to acids and alkalis is also required for certain contents of cartons.

Often gloss inks are run on clay coated boards since they save a varnishing operation. These inks need special synthetic resins and at times synthetic oils to hold the gloss on the surface. Varied boards may require further amendments by the inkmaker who has found that each brand needs a different ink suited to it. Seasoned boards give less trouble; green and moist boards are the most difficult to print.

Sulphate and sulphite stocks are used in patent coated boards today and non-uniform effects may follow from uneven surfaces of the boards. Wetting agents in inks to be used on sulphite are at times necessary.

When kraft papers were used in this division of cartons and high gloss inks used on these stocks, new problems were presented because of the coarse, porous fibers of kraft, and these have not yet been fully solved. Nevertheless, as the foreign writer says, the coated carton board is "a great achievement."

#### PRINTING ON WOOD

We are in the market for a press which will print the 36-inch scale and advertising matter on wood blanks. Can you put us in touch with the necessary suppliers of machinery as well as type?

Brass type is commonly used on special presses for printing on wood.

#### PERFORATING ON THE PRESS

Can you give us information as to how other shops schedule jobs which are perforated? Do the majority of them print before perforating or perforate in large sheets before the work is printed? We are having difficulty with running perforation on the automatic presses and we would like to find out how some of the other shops handle this work.

Obviously, the most economical perforating is that done from perforating rules (under type high) carried in the typographic form, provided the use of the rules in this way does not cut down production. Thanks to the special studded tympan (drawsheet) papers this is now practicable. Perforating heads may be used on offset presses to accomplish perforating and printing in a single operation.

However, most printers encounter some customers who want blind perforating, for various reasons, and whether the ruling on the perforating machine shall be done before or after printing depends on the kind of work. When numbering is to be done with typographic machines it is customary to blind perforate

(when it is specified) before the imprinting. There are perforating heads for use on letterpress machines as well as offset, flatbed-cylinder, sheet- and roll-feed rotary machines. When round-hole perforating is specified, it may be done either before or after printing but if the typographic numbering machine is to be used on the job it is customary to blind-perforate prior to printing. For maximum production on some automatic presses, non-perforated sheets are preferable but some automatic feeders handle perforated sheets with very little trouble.

So an unqualified answer to your question is impossible; it depends on the specifications in the first instance, and on the most economical way to handle the entire job with the equipment which is available in your shop.

As an example, there is a firm which has large sheets printed and blind-perforated on an offset press. Next it cuts the large sheets into smaller pieces on which it prints with a few type lines and typographic numbering machines.



#### "In the Days That Wuz"—Thin Spacing

Cartoon by John T. Nolf, Printer-Artist

### ECONOMICAL IMPRINTING CHANGES

This company is in need of a specialty press of which I have heard but cannot get further details. I am writing you for information. Two of our sales promotion pieces use recipients' names imprinted thereon. We have been doing this on a platen press from machine-cast slugs but the quantity has increased to the point where a better, quicker way is needed. I have heard that a Chicago firm uses a platen press adapted with a slug feeder that feeds the slugs into the press somewhat on the order of Addressograph plates, one for each impression. If you know of some such press or have any suggestions to help us out, may we hear from you?

The device that you outline is not known to us; frankly, we are skeptical about this rumor because its great value would make it sell like hot cakes. However, there is an old and valuable device for economical imprinting, not as well known as it should be.

Holes are bored in pieces of wood furniture to snugly hold the "bullet" friction catches sold by hardware dealers at trifling cost. The pieces of furniture are positioned around the imprinting form so that the tips of the bullets press on the outlying slugs and hold the form. Change may be made on the press without unlocking the quoins.

With automatic feeders it is possible to feed two-up if the type of work permits automatic feeding.

It is better to have metal furniture and the modern straight-thrust quoins, with more than one pair in a quoin holder, surrounding the two pieces of wood furniture, one at top and the other at the foot of the slugs.

When the form is first made up the justification should be good. The great majority of forms are locked with excessive squeeze because justification is faulty. Since the form, furniture, and chase cannot go down into the bed, they rise under the excessive squeeze. The result of this spring is an arched form which causes various troubles. It is surprising how little squeeze will hold the form when the justification is good.

### ENVELOPE PRESS

We're having a hot time trying to get new machinery for our projected expansion and move into a new and larger building. We have an idea that an envelope press that will print from type may be the answer to some of our troubles. What we want to know is who sells them, their speed, quality of work turned out, price, and delivery dates. Can you answer this one?

The manufacturers of the platen presses have all the answers. And in addition, special envelope presses printing from type in turtles, and even faster from curved plates, are available.

### BOOKKEEPING MACHINE FORMS

We are enclosing a job printed for use in a bookkeeping machine and would like to know how this is done, what kind of equipment we would have to install to do the work in our own plant; also the kind of equipment we would need to print counter sales slips in triplicate on a continuous sheet to be used in small counter machines.

The choice of equipment depends upon the kind of competition you have to face to get and hold this work. Special roll-feed presses that will face any competition are once again available.

The job which you submit, one sheet printed, two parallel perforations on it and two corners cut off, and a second sheet of another color, spot carbonized, is a standardized form for bookkeeping machines. It could have been produced as one job of a group of three or six as the two pieces cut six-out to best advantage from sheets 17 by 28 and 17 by 22 of the respective colors. A cylinder job press feeding a sheet 17 by 28 would be needed to run six-up, which is economical since you make your own stereos.

Apparently the enclosed form was not run as above because there are no gripper-finger marks. It was probably run on a smaller job cylinder without gripper-fingers, or on an automatic platen press and possibly one-up. Or it could be run with

## Slurs and smears

By Joseph Kovec

The slurs caused by bad wavy stock should be treated the same as a wrinkle. Loose plates or type need some more adjusting. Bulge of baggy packing, cylinder not down on bearers; register rack not set properly needs resetting. Loose bearers. Greasy ink, hard rollers, the rollers down too low. Slipping over the form and not set up to vibrators. Plates or cuts mounted on wood rocking also causing workups. Large plate not up high enough, causing long drag on form. Overpacked cylinder, grease on rims and bearers. Keep these clean always, every day before starting up. Air plungers should work right causing no vibration at either end. Bed of press should ride smoothly when entering either end. Worn-out plates in the press carriage, sometimes called shoe plates, cause a slight vibration and bad register and slur at gripper end. Stock not hugging the packing; brushes and bands will help if set up right. Stock wavy at gripper end causing slurs can be reduced by placing a small piece of card

under grippers at point where the slur has made its appearance.

Back end of sheet dragging on form can be helped by tacking a few reglets just behind the last lines of form so the stock will contact reglets. This will hold sheet up off the form at that point or drive a few brads in at that spot and nip the heads off, just low enough so they do not print. Loose mounts on wood; check nails.

The form locked up too tight causes spring in form when printing; it also causes workups. Wavy or baggy stock, loose plates or type; the guide rest not down close to cylinder.

Register rack not setting right, the grippers not holding sheet brushes, and bands not up. Delivery not set right and jogging poor. Sheet should drop down in pile or tray squarely and not

slide. Tapes and delivery sticks need adjusting to keep sheets from skidding. For sheet slapping under feed board and hitting guide rest and rods, use the guards made for that purpose. To control workups too hard and packing and too much squeeze or impression on those large mixed forms where there are plenty of wood mounts, electros, zinc mounts, linotype, monotype, you can eliminate the workups considerably by easing up the impression and a good makeready. Of course there should be a good makeup; a well adjusted form will help. All cuts could be tested for rocking. A few sinkers will help when workup appears. Form should not be locked up too tight as you can raise the type up off the bed at that point. Each impression will push the type down and this does not help workups any. A few soft sheets of print paper in the packing will help eliminate workups. This will take some of the pressure off the form and you still get good printing.

perforating rules and corner cutting steel rules at one end of a work-and-turn form with the type at the other end, in which manner all the work except gathering and padding could be done on the press. A gathering machine is standard equipment when there is much of this work. You could spot carbonize on the press or buy the spot carbonized paper from a firm which does this work for the trade.

We have suggested the several ways you might run the job. You know what machines are needed to face the competition. If it is the very stiffest, machines are available which feed both the white paper and the spot-carbonized colored second sheet from rolls into the press and all the separate operations are performed as the webs travel through and come out at delivery in completed sets.

#### CAUSE FOR DISSATISFACTION

We have recently had a rotogravure reproduction of one of our advertisements and are by no means satisfied. The reproduction has lost most of the quality of the original painting and is also quite illegible at the foot. We are enclosing a tear sheet of this ad and would very much appreciate any comments which you may have to make as to the quality of printing. You may perhaps let us have some indication as to the restitution which you may consider fair. In order to assist your consideration, we are enclosing another print of this advertisement in full color. Please note that the latter is a reprint of a normal run of another journal and is not an engraver's proof. We also enclose the engraver's proof of the four-color process print.

While rotogravure is an excellent process for a print in photo brown, it could not reasonably be expected to reproduce in a single color on a cheaper paper an oil painting in colors in the style of the four-color process on coated paper. "Paper is part of the picture" and coated paper gives the best prints in color.

It may be said that the gravure print is up to average with the exception of the foot which you term illegible. It is so much so as to justify your complaint. Perhaps, as often happens in rotogravure, you were not shown a proof.

Just how much the value of the advertisement in gravure is diminished by the illegible foot is best determined, we believe, by advertising experts. Our suggestion would be to try to get the journal to agree to submit to arbitration the question of discount on the cost of the gravure advertisement because of the illegible foot, if the journal voluntarily is against such restitution.

#### AIDS AND RETARDS DRYING

While it seems to be generally believed that moisture retards drying of printing inks, we have seen statements that moisture assists the drying. What about this?

Strictly speaking, printing inks do not dry. The great majority of the pigments are dry before mixture, grinding, and dispersion in the varnish vehicle. The pigments are not soluble in the varnish. A very few pigments, containing lead or manganese (in iron) as catalyzers, have drying effect on the varnish. The question resolves into: Does moisture aid or retard drying of linseed oil varnish?

Most students of the subject agree that there are two stages in the drying of linseed oil; the first or "induction" period requires two or three days and is followed by the second period which may require nearly a month to approach completion of drying. Moisture hastens the decomposition of the peroxides, increases the rate of weight gain of the varnish, and shortens the induction period. It is here only that moisture has any effect in speeding up the drying of inks.

This is without importance in ink making and use, except in isolated cases, since the induction period is eliminated by the use of driers. Furthermore, hard drying of the film of varnish is retarded by moisture so that for all practical purposes it may be said that while moisture aids drying of varnish if driers are absent, it retards it if driers are used.

#### SHEET SLAPS BOTTOM OF FORM

Enclosed is a sample of a job which gave us a lot of trouble. As you can see, the bottom line is not clear, or rather while it prints, the print is blurred or slurred at the foot. It was run on a job cylinder press, with almost new rollers. The cylinder and bed are in good order with no play. Six months ago we moved the press about three hundred feet. This may have had something to do with it.

The blurred print of the bottom lines of the form at the rear edge of the sheet (a lead from the rear edge) is caused by a sheet slap. Ordinarily, an easily applied corrective, if there are margins, is to fasten two or more tapes on the band rod, run them down under the cylinder, and pass the back ends of the tapes through staples driven into the under side of the feedboard well toward its rear end. Weights are tied to the back ends of the tapes after passing them through the staples so that if the tapes break, they will be thrown clear of the form by the weights. These tapes hold the sheet against the draw-sheet all the way to impression.

Unfortunately the composition of this form is such that available margins are very narrow so that only very narrow tapes or strings may be used and these (two of them) would have to be secured on the band rod at one end and under the rear end of feedboard at the other so that the tapes or strings could not move sidewise more than a trifle. The printed sheets would have to be watched to make sure that the strings remain in the narrow margins.



Nuns are known for their versatility. They are experts in everything from knitting to chemistry. In Philadelphia, some of the Medical Mission Sisters have become good printers in the past five years, doing all the printing required by the Society—stationery, leaflets, Christmas cards, enclosures, and similar work. Now larger pieces are undertaken since the installation of a cylinder press. When the first press, of the platen type, was acquired, Sister Mary Winifred spent two months in an outside shop to learn the work. In so short a time, she says, she got only a smattering of knowledge but it was a start. Continued study and experience have helped her in her work of supervising the printing department. She finds it easier to turn out work she feels is satisfactory

# How to Copy Advertising Layouts and Artwork Honestly • Frank Howley

● WHERE do interesting advertising layouts come from? How are visually successful advertisements prepared? If we were to ask thirty artists these questions there would undoubtedly be sixty different answers, yet running all through the comments would be a basic point of conflict—the conflict of those who believe that advertising art should be based on principles, and those who believe it should be based upon cases. I have no desire to attempt to settle the controversy. There are still colleges that teach law mostly by the case history method; there are other equally good ones which emphasize basic principles supported, of course, by case histories.

I do believe, however, that the artist with limited background will

In my opinion, the surest way to miss the ball in preparing a piece of commercially acceptable art is to go off to a garret, shut out the world, and attempt to originate something never before seen. If you should succeed, which is quite unlikely, the very originality of the work would defeat its advertising purpose.

During my many years of directing the preparation of artwork for all media, from magazines to envelope enclosures, I have had the daily pleasure of observing from one to twenty-five different artists of varying temperaments, aptitudes, and abilities, but of unvarying *observation*. They're awake and alive to their surroundings.

Would you rather see "Oklahoma" and a truly gorgeous array of color-



For layout ideas and art inspiration look through the newspapers, Sunday supplements, and magazines. You'll find examples ranging from the utmost in simplicity to the ultimate in glamor



Billboards point the way to successful poster treatment. Let them teach you how to make effective use of ribbons, balls, and geometric forms. Adapt their vital elements to your specific needs

be more successful studying and directly copying the effective works of the leaders in advertising art rather than worrying his head about roots, square and otherwise.

I'll pick the artist who goes to the theater, glances at billboards, reads magazines, leafs through the Sunday supplement, and accepts the proffered ideas of paper houses and others who are interested in helping to advance the cause of good printed advertising.

Copy the work of the masters, the currently popular, eminently successful commercial artists, *but copy honestly*. To be "influenced" is the fancy way of saying it. Be influenced as Kipling was by the writings of Robert Louis Stevenson; as mystery story writers are by Poe.

ful females, costumes, and scenic settings, or stay at home and read a treatise on the science of color? So would I! Every scene is full of ideas that can be copied or adapted honestly to the coloring of direct mail pieces.

## Look at the Billboards

Billboards point the way to successful poster treatment. Let them teach you the use of ribbons, balls, and geometric forms. Stop trying to evolve some interesting broadside from a professional treatment on roots; that is a job for a specialist. Let the specialist apply the rule; you apply the specialist. You'll find them right ninety per cent of the time, especially if you use your head on the process of being influenced.

When you look at an arresting billboard, say to yourself "Why is that billboard so good?" Be analytical. Adapt the vital elements to your needs. If a ribbon flowing to a bull's-eye is forceful on the billboard, it is quite possible that a somewhat similar ribbon, used in conjunction with an oval, will help your broadside.

That thousands of people have seen a billboard merely means a greater acceptability in their minds for other uses of similar geometric forms. The big advertiser, through his posters, is breaking down the conviction that a pretty girl must appear on each billboard.

## Leaf Through Magazines

For layout ideas, for art inspiration, leaf through today's leading magazines. Let the masters of modernism inspire you. When your assignment requires a fashion figure, let the style magazines guide you. For inspiration on "the ordinary made glamorous" glance over the "class" publications. For variety in commercial art and layout, refer to the popular art of the general magazines which, in editorial and advertising matter, are aimed at the man on the street.

Feel free to copy. Let your only limitation be that you copy honestly. Let it be said of you that you are influenced by the leaders but that you do not injure them in return for their help. Do your work in

a manner which cannot possibly be confused with the work that inspired you.

On the score of figure models, if you can't afford to copy the lines of a living model, it is much better to copy the photographs posed by master photographers than to guess—draw from memory.

## Newspapers for Simplicity

Newspapers for simplicity: When you're all involved and worried by attempts at originality, let the simple, unimaginative newspaper layout show you the virtue of legibility and organization. Every newspaper has at least one department store advertisement so uncomplicated and so direct that it serves perfectly its catalog job of telling the reader what is for sale and telling him slowly and in a sensible order.

Have fun with the Sunday supplement. It takes no Gallup survey to prove the effectiveness of strip technique in advertising. The "comics" are more than that. "Flash



Today's theatre posters are ablaze with colorful designs. Feel free to copy the best ideas . . . let the only limitation be that you copy honestly

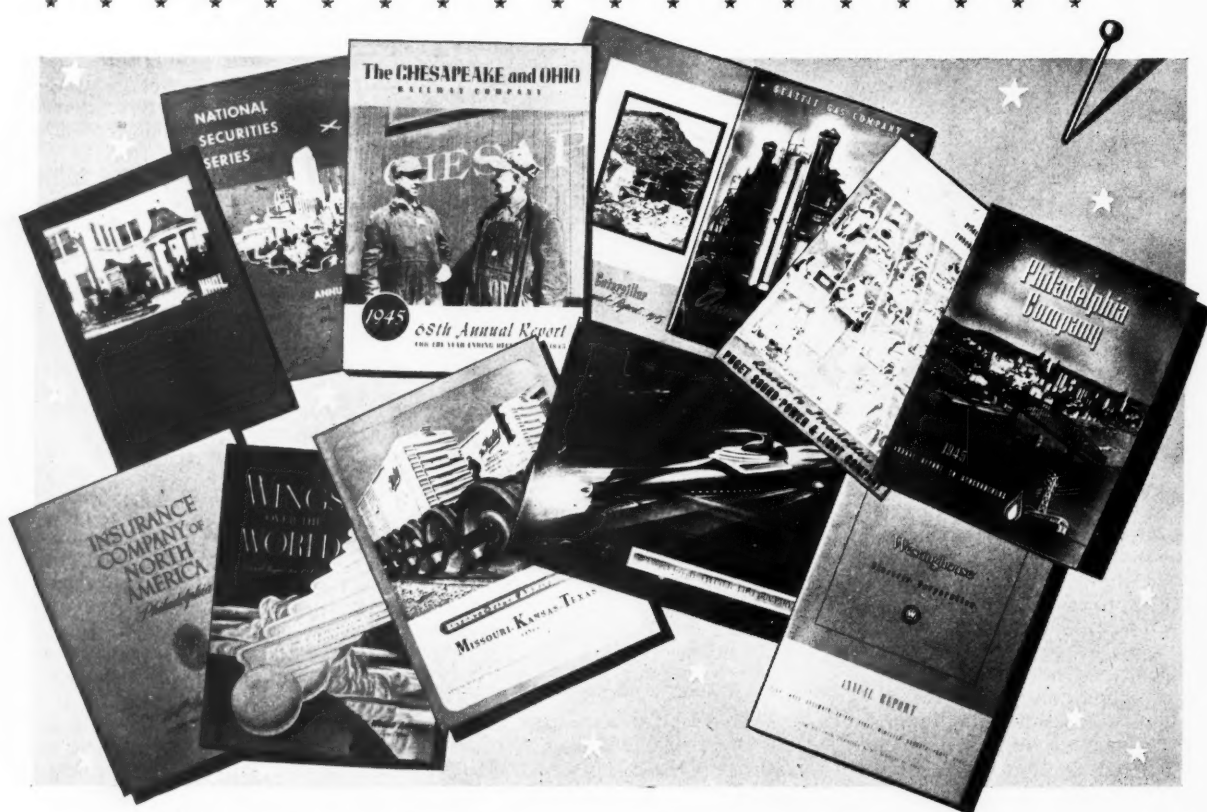
Gordon" may have little humor in it, but it packs a terrific wallop of imaginative entertainment.

Take advantage of the many free ideas that are offered by paper com-

panies, makers of printing inks, makers of plates, and others who are directly or indirectly concerned with successful printed advertising. It's a wise advertising artist who makes use of these suggestions.

There is no choice. There's really no choice in the matter of "to copy or not to copy." Whether you want to or not, you are bound to copy if you're aware of your surroundings. Despite yourself, the work which you see and like, the things that people praise, the type of work which clients accept subtly sway you along certain lines. Why not, therefore, deliberately direct your swaying along those lines indicated by recognized leaders? Advertising has few spots for experimental art.

My vote goes to you artists who are abreast of the time, who follow the leaders, who are scrupulously careful to add your own interpretations. The leaders will help you willingly, providing that your work doesn't harm or conflict with their own good work.



## Prize-Winning Annual Reports

**\* In the group picture above are the twelve annual reports which were awarded first, second, and third prizes in the transportation, financial, manufacturing, and public utilities fields. The Chesapeake and Ohio's**

annual report, shown third from the left in the top row, won the golden "Oscar of All Industry" award.

All are from a group of thousands of annual reports submitted in the sixth annual

competition sponsored by Weston Smith, business editor of *The Financial World*. Mr. Smith observes a definite trend toward the use of more color, more charts and maps, and more photographs and illustrations.

# Photoengravers Display Progressive Spirit

● THE PHOTOENGRAVING INDUSTRY is now showing signs of throwing off its lethargy of the past quarter-century to embark upon a program of modernization, in a progressive attempt to improve its production facilities and lower the cost of its product so that the industry can better meet the growing demands of the market, especially for four-color process work.

This progressive spirit was quite evident at the 50th annual convention of the American Photo-Engravers Association held in Philadelphia. It was demonstrated by the very large attendance—50 per cent greater than at any previous convention of the industry, by the close attention paid at the six convention sessions, by a better appreciation of the need for research, by the keen interest in the new equipment, supplies, and techniques on exhibition, and by actual sales on the floor of the numerous pieces of newly developed precision equipment.

This was the first real convention since 1942, the association in the intervening war years having conducted three "conventions by mail" through the *Photo-Engravers Bulletin*, which is the official publication of the association.

Addresses delivered and papers read covered the whole gamut of reproductive steps from photography and the preparation of art to the proofing of the plates. For the most part no revolutionary new processes or techniques have been announced; rather it was a case of bringing the photoengravers up-to-date on developments that have been under way for some time.

If one subject predominated at the convention, it was color, and the need for better, faster, and more economical methods of producing process engravings. At least a third of the forty papers and talks featured at the convention were either entirely devoted to this subject, or touched upon it.

In discussions of process platemaking the emphasis was upon the photographic rather than the hand color separation. In a talk entitled "We've Got to Change the Formula for Our Baby," Philip Simone, manager of engraving for the Curtis Publishing Company, urged photoengravers to apply all available improvements to the making of their product. Among those he mentioned were strip film, precision darkroom cameras, temperature control of the

films and developers, light integrating devices, the improved halftone screens, and color separation by photomasking, a technique developed ten years ago and recently considerably improved.

Color photoengraving need not be restricted to houses now specializing in that kind of work, two speakers said. Robert C. Kroll, Kroll Studio, St. Louis, in a paper that was read in his absence, said that commercial photographers are equipped to provide a photographic color separation service in form of continuous tone positives or black-and-white prints from which the engraver can make his screened negatives for the color plates. The day is soon coming,

Mr. Kroll declared, when every engraver must take up color to stay in business.

Louis Flader, Commissioner of the American Photo-Engravers Association, also advocated the use of the photographic color separation services and said that a number of plants had done so in the past year or two. Of 850 commercial photoengraving plants only 125 specialize in color process, he said, leaving 725 who do black-and-white or flat color work. By using an outside color separation service, he suggested, these houses could handle some of the simpler color work. It would open up a market, for instance, in the house magazine field where budgets are not large enough for the more expensive and exacting work required by advertisers. The latter can justify higher costs because they have a tangible measure of results gained—high fidelity color reproduction of the merchandise will increase the sales.

One of the interesting new developments announced at the convention was the "Nu-Etch Process," a mechanical means of controlling re-etching, applicable to both the black-and-white and color work. After the plate has had its usual flat etch, it is subjected under controlled conditions to a series of six to twelve additional "bites." The method is said to preserve the photographic values of the original better than hand etching.

A feature of the convention was a motion picture of the new Vandercook four-color proof press, designed to approach the speed and the conditions of wet printing. The plates are inked immediately ahead of impression, and proofs of all four plates are run off in a matter of seconds.

A paper by Bruce Wale was read, in which the inventor of the Wale sheet-fed typographic rotary press related his experiences to date. Mr. Wale operates three models of his press, which print from thin copper plates which have been photoengraved flat and wrapped around the press cylinder, with very little or no makeready. During a seven-month period last year Mr. Wale did \$62,000 worth of business on two of these presses—an 8½ by 14, and a 17 by 22. The smaller one operates regularly at a speed of 15,000 an hour and has run at 28,000 an hour. Mr. Wale also has a web-fed model, 11 by 17 in size.

## QUESTIONS

### It's a Quiz

*Answers to the following list of questions have appeared in the pages of THE INLAND PRINTER and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 90?*

1. Who invented paper? The Egyptians or the Chinese?
2. Photoengravings are generally still made to inches rather than picas? Why?
3. What does recent research show as "best" length of line for a 10-point legibility face? What leading is the best?
4. How many ways can one make a stencil for silk screen process?
5. A good repro proof can be taken on semi-dull coated stock. What tint might the paper have to better the repro?
6. What device other than the Monotype uses a paper roll to "set" type?
7. Vets of the recent war do not have claims to jobs superior to those of non-vets. True or false?
8. Match the first requirement made of printing papers with the answers below for (1) letterpress, (2) offset, and (3) gravure.  
a. Levelness.  
b. Bulk or cushion.  
c. Strength against pull.
9. What two atmospheric factors are paramount in ink drying?
10. The standard 12-pica column in newspapers does not measure 12 picas in the final print. Why?

By R. Randolph Karch

Other processes and techniques described or demonstrated at the convention included the following: the photocomposing of letterpress plates; Ektachrome, the new Eastman color film from which a commercial photographer can make a transparency in ninety minutes; magnesium as a plate metal; a new transparency viewer which standardizes conditions under which the engraver and his customer view the same color subject; the Craftint multicolor process—an application of the shading medium technique to color comics and children's books; the Bomath process, a means of creating and then separating color, starting with black and white copy, developed by Albert Bourges; and Thomascolor, a method of photographing a color subject on three black-and-white, color-separated negatives all on one film.

The need for more modern and economical methods of producing plates was dramatized by W. B. Lawrence, Certified Public Accountant, in a discussion of rising labor costs in the industry. Since 1939 labor costs in the industry have increased 37.2 per cent, on an average. In eleven large cities the average increase has been 59 per cent, with a high of 71 per cent noted in Los Angeles. These figures take into consideration only the higher wage scales and shortened working periods and do not include overtime and the premium pay. The average chargeable hour cost for the industry is \$5.76, ranging from a low of \$3.76 to \$7.02, the latter in New York City. Here again overtime and premium pay were not included in the computations.

A new and up-to-date textbook on photoengraving will be prepared by Louis Flader and J. S. Mertle, noted photomechanical expert, it was announced.

Joseph Rosenberg, the president of Pioneer-Moss, Incorporated, New York City, was re-elected president.

★ ★

#### HOW DO YOU RATE?

If we may assume, in general, that what applies to one applies to the other, individual salesmen should be interested in a study of why 810 sales managers lost their jobs. Topping the list were: lacked creative selling ideas, lacked sales leadership, went stale on the job—456 dismissals. Next shortcomings were inability to handle important accounts (137), followed by inability to arouse sales enthusiasm (111), doing too little field work (106). —Sales Management

BRITISH  
Typographers  
GUILD

Out of thirty letterheads submitted to the Council members of the British Typographers Guild, the six reproduced here received the largest number of votes. The letterhead finally decided upon was a composite of designs 1, 3, and 6.

President and Founder Vincent Steer, Vice-Presidents: T. Wilson Philip and P. W. J. Hiseaman, Council: Director of Propaganda: Caspar Mitchell, Director of Programmes: A. H. Frankom, A. S. Macdonald, G. W. Hyman, C. E. Waller, C. L. Pennington, J. Conn, Honorary Secretary and Treasurer: F. G. A. Scott. The Guild meets at Livingstone Hall, Broadway, Westminster, London, S.W.1.

**British Typographers Guild**

ALL COMMUNICATIONS TO BE ADDRESSED TO THE SECRETARY, 208 TUDOR DRIVE, KINGSTON-ON-THAMES, SURREY

BRITISH TYPOGRAPHERS GUILD

Council meets at Livingstone Hall, Broadway, Westminster, London, S.W.1. 1941

Communications to the Secretary, 208 Tudor Drive, Kingston-on-Thames, Surrey

British  
Typographers  
Guild

Communications to the Secretary, Mr. F. G. A. Scott, 208 Tudor Drive, Kingston-on-Thames, Surrey

**British Typographers Guild**

LIVINGSTONE HALL • BROADWAY • WESTMINSTER • LONDON • S.W.1

PRESIDENT AND FOUNDER: VINCENT STEER • VICE PRESIDENTS: T. WILSON PHILIP AND PHILIP W. J. HISEMAN

COUNCIL: PRESIDENT: CASPAR MITCHELL (Director of Propaganda) A. H. FRANKOM (Director of Programmes) A. S. MACDONALD • S. W. HYMAN • F. J. WELLS • OWEN WALLER • C. L. PENNINGTON • J. CONN • HON. SECRETARY AND TREASURER: F. G. A. SCOTT

**THE BRITISH TY R APHERS GUILD**

Council meets at Livingstone Hall, Broadway, Westminster, London, S.W.1

President and Founder: VINCENT STEER • Vice-Presidents: T. WILSON PHILIP and P. W. J. HISEMAN  
Council: CASPAR MITCHELL (Director of Propaganda), A. H. FRANKOM (Director of Programmes),  
A. S. MACDONALD, G. W. HYMAN, F. J. WELLS, OWEN WALLER, C. L. PENNINGTON, J. CONN  
Honorary Secretary and Treasurer: F. G. A. SCOTT



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MAKE MONEY!  
MAKE MONEY!



★ Here are printers' helps . . .  
available to you at no cost

1 Looking for stock cuts for illustrative purposes? Catalog Number 6 from the Arrow Service lists an extensive selection of electrotype stock cuts, both one- and two-color, suitable for many purposes.

2 Good letterheads are important. "The Proper Planning and Design of Your Next Letterhead," a Hammermill Paper Company book, gives helpful suggestions and information, with numerous illustrations. It is accompanied by a supply of letterhead layout sheets.

3 Help your customers improve their business forms or create new ones. It will mean new business for you. Hammermill Paper Company has issued a form designing kit which will help you do it. It contains form check lists, also layout sheets, and printing specification sheets.

4 There is a wealth of suggestions for attractive, attention-compelling printed pieces, also for paper selections, in the issues of Westvaco Inspirations for Printers, distributed regularly by West Virginia Pulp and Paper Company.

5 There's some interesting material on research and other subjects pertaining to the paper field, with some good examples of papers and ideas for advertising in the latest issue of "Better Impressions," released by the Mead Sales Company.

6 Offset printers will find good pointers in folders on making offset plates, and on the deep-etch chemicals, issued by the Litho Chemical & Supply Company.

7 "Looks Plus" is the intriguing title given a pamphlet issued by the American Type Founders illustrating and describing the steps in making foundry type.

New Harris single and two-color 35 by 45 offset presses are described in a six-page folder just off the press. It sets forth features, floor plans, and specifications. If you're interested in offset, you'll want to see it.

Offset printers will find interesting the recent brochure issued by the Miehle Printing Press and Manufacturing Company, which illustrates and describes the new Miehle offset presses, available in single-color and multi-color models.

"Offset Answers" and "ATF Offset News" should have a special appeal, the first to printers considering offset, and the second to the publishers of small and medium size newspapers, especially weeklies. These helpful booklets are issued by American Type Founders.

"Back of the Printed Word," a handsome booklet offered by International Printing Ink, tells a picture story of the painstaking research, new materials, factory control, and extensive manufacturing operations of today's inkmakers.

Folders showing samples of the thin papers, Fidelity onion skin and Superior manifold, are available from Esleeck Manufacturing Company. These papers are especially adaptable for thin letterheads, copies, and office records.

Typographers will find much of interest and value in several booklets issued by Mergenthaler Linotype Company. "The Readability of Type" discusses legibility of type faces; "Don't Screen Type" shows the loss in visibility or legibility of type when screened.

For the convenience of printers, the American Type Founders has provided the ATF Printers Catalog, which lists the many small pieces of equipment and supplies needed around the printing office.

A new adhesive, Flexbond, for cold padding, tabbing and binding, which forms an odorless and durable plastic binding that will remain permanently flexible, is described in a folder from the Special Chemicals Company.

A catalog from G. J. Aigner Company shows printers how they can help their customers solve special indexing problems such as tab and binder indexes.

A handy pocket-size envelope selector has been prepared by the United States Envelope Company for the purpose of helping in the selection of size and style of envelopes for many uses.

Two helpful books for printers, especially proofreaders and typographers, are offered by Intertype Corporation. These are "Proofreaders Marks" and "Copyfitting-Ready Reckoner."

Is mailing in large quantities a problem? "Compare Your Mailing Figures With These," a four-page folder put out by Cheahire Mailing Machines, Incorporated, may help you solve it.

To help you acquaint your artist and your customers with the important subject of "Preparing Copy for Reproduction," General Printing Ink Corporation has prepared a little book that covers letterpress, offset, and gravure printing.

A scientific adhesive service which covers a wide range of glues, pastes, and cements used in the printing field, is the subject of a brochure issued by Paisley Products Incorporated.

Of special interest to the lithographers, offset printers, and photoengravers are four folders from the Lanston Monotype Machine Company. These describe the overhead motor-focusing and color-precision camera, the vertical photo-composing machine, the vertical plate-coating machine, the latter a new small photo-composing machine.

THE INLAND PRINTER, 309 West Jackson Boulevard, Chicago 5, Illinois

Gentlemen: Please send me, without cost or obligation, the material described under the key numbers which I have circled below:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26  
27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51

My name \_\_\_\_\_ Title or position \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Number of presses: Platen \_\_\_\_\_ Cylinder \_\_\_\_\_ Rotary \_\_\_\_\_ Offset \_\_\_\_\_

OUR COMPANY DOES: ☐ Commercial Ptg. ☐ Newspaper publishing—☐ Daily ☐ Wkly. Circ \_\_\_\_\_

☐ Lithography ☐ Gravure ☐ Our own composition ☐ Trade composition ☐ Photoengraving

☐ Electro and stereo ☐ Engraving ☐ Bookbinding ☐ Stationery—Office supply

FILL IT IN...  
TEAR IT OUT...  
MAIL IT TODAY

Two exceptionally well printed brochures from the Miehle Printing Press and Manufacturing Company describe the improved Model V-50 Miehle Vertical press, which prints sheets up to 14 by 20 inches, and the new Miehle 29 letterpress, the latter a fully automatic press taking sheets up to 22 by 28 inches.

For achieving perfect register of multi-color printing plates on the plate cylinders, H. H. Heinrich Company offers the Opti-Chek printing plate register machine. A folder describes this machine, which involves the application of a simple optical principle.

An attractive folder in colors from the Champlain Company, Incorporated, announces the new Champlain Speedy multicolor rotogravure printing press which has unusual features. With the folder is a description of the precision Registron, an electric eye device for micro-accurate color register.

Goss Printing Press Company has a new "Transvision" brochure showing all the details of its newest Headliner high speed daily newspaper press.

Those who have problems in baling large quantities of waste paper, trimmings, and other similar items, will find interesting and helpful material in data sheets on continuous balers, issued by the American Baler Company.

Several books and brochures of help to machine composition departments are being issued by the Intertype Corporation. Included are "Modern Intertype" and "Tips on the Care of Your Intertype."

The Mergenthaler Linotype Company booklet, "All in a Day's Work—in a Big Way," shows the possibilities of the super display linotype. "Self-Quadder" demonstrates the time-saving value of the Linotype self-quadder selector for producing centered and quadded lines.

A bulletin covering variable-speed clutch pulleys, devoted exclusively to platen presses, from the Horton Manufacturing Company, explains the advantages of this pulley and gives instructions for installation, adjustment, lubrication, and care.

F. P. Rosback Company has two informative booklets on "Wire Stitchers" and "The Care and Feeding of Perforators." Both booklets are crammed with information to help you do a better job in the bindery.

A new advance catalog of the E. P. Lawson Company, Incorporated, lists the Lawson 38 paper cutter, the first in a complete new line of precision paper cutters, and a new drill slotter which drills and slots two or more holes in a two-inch lift of paper in one operation.

Overcoming offset troubles by the use of Paisley no-offset spray is the subject of a small folder from Paisley Products Incorporated. The spray can be used in any type of spray gun, is not harmful to health, and contains no chemicals to harm delicate inks.

Goss Printing Press Company has prepared literature describing the Goss Unitube daily newspaper press and the Goss Cox-O-Type flatbed web perfecting press which is for small daily or weekly newspapers.

For those doing stereotyping, the Lake Erie Engineering Corporation has an interesting piece of literature, its Bulletin Number 146, covering the Lake Erie Directomat for streamlined stereotyping for newspaper and job color, commercial printing and stereotyping, and newspaper black and white.

With a twenty-four-page catalog, just off the press, Hamilton Manufacturing Company sets forth all the details of their line of type cabinets. If you are thinking of composing room modernization, you will want a copy.

For those seeking some information on punching, perforating, and round-cornering equipment, a series of folders from the Southworth Machine Company illustrates and describes a range of machines, including hand power, foot power, and motor driven machines. A separate sheet inserted with these folders shows some of the special shapes of punches which can be supplied for use with the punching machines.

Bulletins from the Reliance Electric & Engineering Company give timely data on all-electric adjustable speed drives for A.C. circuits, also on electric speed indicator.

A series of brochures from the Lanston Monotype Machine Company will interest those doing type setting. Monotype machine typesetting, the Monotype giant caster, the Monotype-Thompson type caster, the material-making machine, and the type and rule caster are included.

A new catalog of pre-made ready equipment, prepared by Vandercook & Sons, Incorporated, will be off the press soon. It will cover all of the Vandercook proof presses as well as the Hacker gauges.

Bulletin Number 241, from Lake Erie Engineering Corporation, covers the Acraplate molding and vulcanizing press for the manufacture of rubber and plastic printing plates. Brief but important information for those doing or considering printing from rubber plastic plates.

Casper grippers for use on all types of platen presses for holding sheets tight to the platen and preventing them from sticking to the form, simple and quickly adjustable, are the subject of a four-page leaflet from the Casper Gripper Company.

Several types of Doyle super-power, open-glow infra-red sheet dryers for use on different makes of platen and cylinder presses, newspaper presses, offset presses, as well as ruling machines, are described and illustrated in a four-page folder from the J. E. Doyle Company.

Looking ahead to planning a new building or new plant layout? The Mergenthaler Linotype Company's brochure, "We're Making Plans," gives constructive information, and illustrates efficient floor plans. Included are a ruled base floor plan, and templates for composing room equipment.

If you print bags, wrappers, labels, or publications with long runs of color, you will be interested in a new folder distributed by Hess & Barker describing the company's new four-color rotary printing press. The folder outlines twenty-three reasons why use of the press will reduce production cost.

For printers interested in the time, labor, and money saving values of register tables, the Craftsman Line-up Table Corporation has a new bulletin describing its various line-up and register tables, also negative ruling and copy layout tables.

Interested in lamination of printed and lithographed advertising pieces? The booklet, "Laminated Materials in the Post War World," from the Arvey Corporation, gives pertinent comments and vital information on the subject.

Harris-Seybold Company has three folders describing the features, floor plans, and specifications of the recently announced Seybold cutters.

A device which facilitates gathering and jogging all kinds of forms printed in duplicate, triplicate, and so on up to twelve sheets, is described in a folder issued by the Universal Jogger Company, Incorporated.

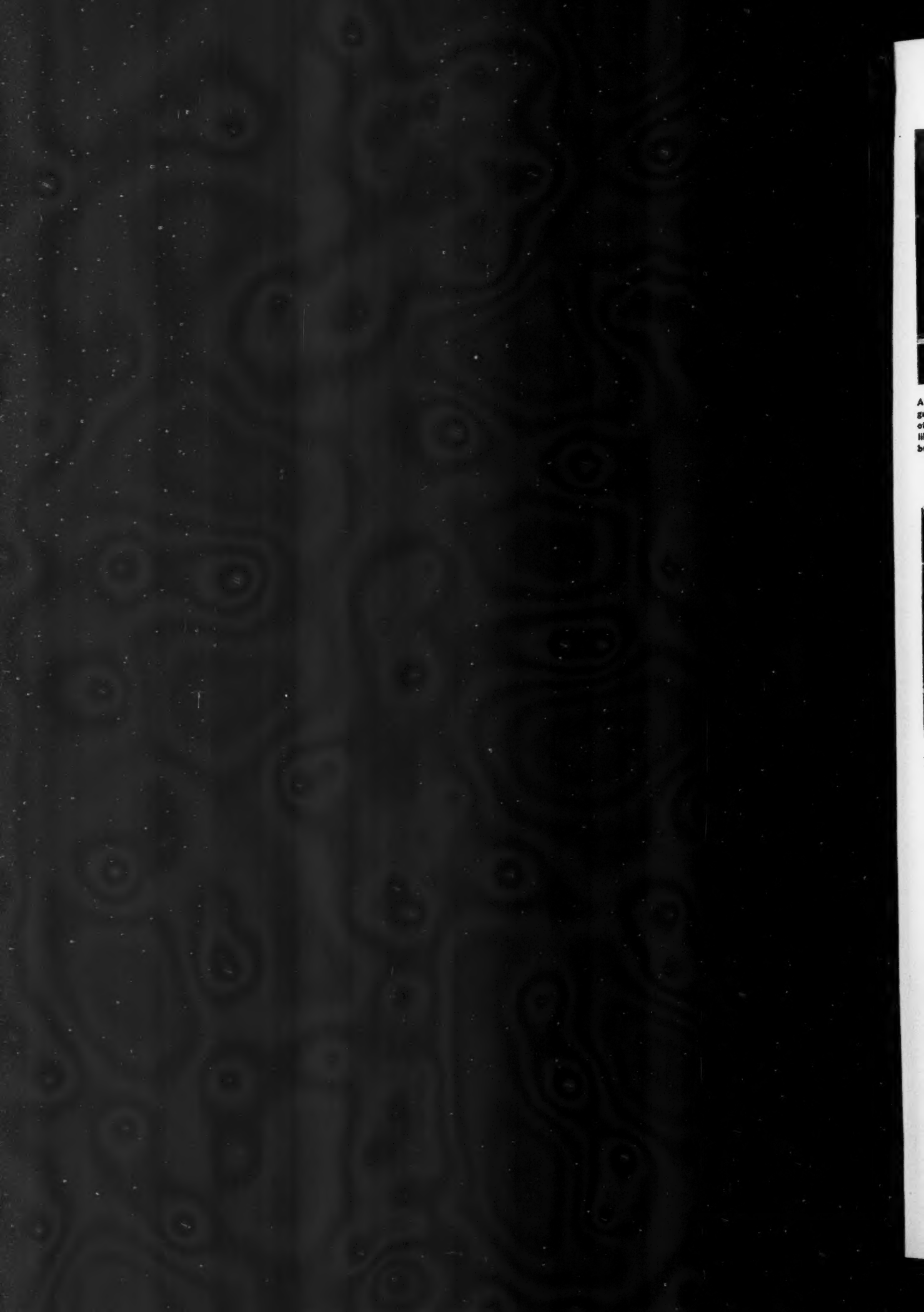
Three different types of vibratory paper joggers with rheostat-controlled power, and time and labor saving devices for jogging paper, are illustrated and described in a folder which is available from the Syntrol Company.

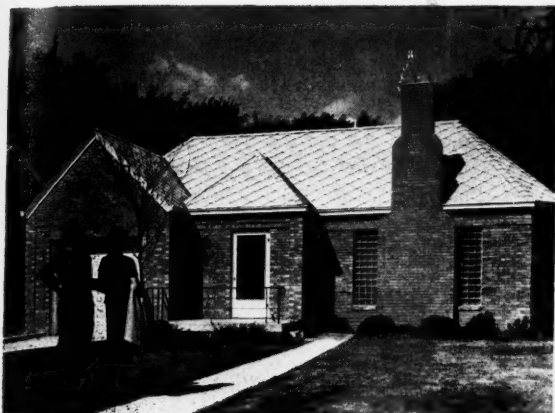
For those doing printing on gummed papers, help is available in the form of a sample book of Perfection Brand gummed papers issued by Paper Manufacturers Company.

AFFIX  
STAMP  
HERE

THE INLAND PRINTER  
309 West Jackson Boulevard  
Chicago 6, Illinois







A straight, square-finished halftone reproduction of the original photograph. A nice picture, but an ordinary presentation. Amidst the countless other advertising pictures which pass before the reader's eye today, it is likely to be lost in the shuffle. A less expensive method of reproduction, but if it fails to get results it is not cheap at any price.

## Unusual Effects Achieve Variety in the Treatment of Illustrations

★ A modest investment of time, effort, and money in getting unusual pictorial effects pays good dividends in achieving variety . . . one of the most potent factors in advertising. If an ordinary picture is "worth ten-thousand words," think of what must be the value of an even more attention-arresting presentation of that picture! On this page are but a few of the possibilities.

BY GLENN J. CHURCH



A semi-outlined halftone . . . one of the simplest variations of the square-finished type. Not all subjects lend themselves to outline treatment, but many do . . . and some are ideally suited to this method of handling. At a glance, the roving eye of the reader detects something different, stops, and looks. The picture has achieved its primary purpose.



A "picture frame" idea which makes use of the illusion of a third dimension. Here again those parts of the halftone negative which are not wanted are simply opaqued out and are replaced by a line negative of a line drawing. The picture frame effect is heightened by the narrow white border line tooled in the halftone plate by the engraver.



Two different techniques are employed here to obtain an unusual effect. The central object of the picture is reproduced in halftone from the original photograph. The background is opaqued out of the halftone negative, and a line negative of a poster-style drawing is double-printed in position. The contrast is striking . . . it commands attention.

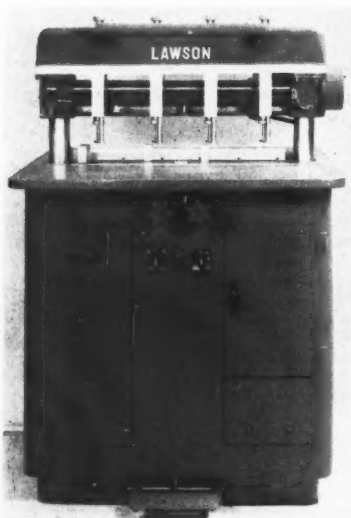


Another combination of contrasting techniques, this time with the background in halftone and the central object reproduced from a line drawing. Here, to the mechanical feeling of an actual photograph is added the charm of a hand drawn pen line illustration. One can easily imagine the added effectiveness such a treatment would have in two colors.

*What's  
New?*

# *in Equipment and Supplies*

THE NEW Lawson multiple head drill slotter that drills and slots in one operation has been announced by E. P. Lawson Company. Its iron table is in a fixed position; toe-tip treadle control brings drills down to the work; adjustments and changeovers can be made easily, and fluorescent floodlight across



New machine drills and slots in one operation

front of machine gives direct illumination for setting heads and gauges. It is available in two models, one for drilling round holes only, and the other which drills and slots in one operation. Chips are automatically carried to a refuse box at front of machine.

IMPREGNATED plastic material has been used for the wheels of a new case numberer announced by William A. Force and Company, of Brooklyn, New York. Aluminum has been used for other parts which makes the machine lighter in weight and more easily handled. The new numbering machine is reported to be in full production.

A NEW WEB offset job press, capable of delivering from 10,000 to 30,000 sheets an hour from rolls of paper 10 to 14 inches wide, with a fixed sheet cut-off of 8½ inches, has been announced by R. Hoe & Company. The press will occupy less than twenty-five square feet of floor space, is fully automatic, is equipped with two dampening rollers, two ink-form rollers, twelve ink-distributing rollers—six of composition and six of steel—and one vibrator. Paper stock, fed into and through the press, may be as

thin as onion skin or as thick as index bristol.

Arthur Dressel, the vice-president and general sales manager of the company, said that plate changes may be made in a fraction of the time usually required, because of a patented feature.

FULL COLOR reproductions of pictures in daily newspapers will be encouraged, so the Wood Newspaper Machinery Corporation predicts, by its new color-plate pre-registering machine which registers plates to hairline accuracy before the stereotypes reach a pressroom. The device is so adjusted that "any inaccurate stereo is spotted in advance, re-cast, and re-registered in the matter of minutes." It is said that use of this machine calls for no changes in equipment or presses now in use.

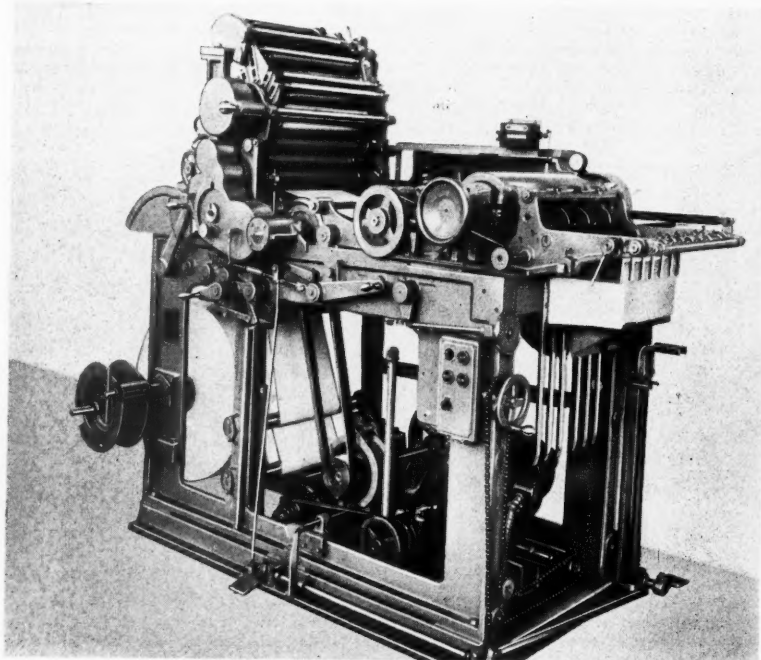
"It is expected to exert an important influence on the trend toward more widespread application of full color in daily newspapers, both by vastly reducing the preliminary registering time necessary, and by enabling newspaper color techniques to compare favorably with magazine production" the announcement of the machine states.

GENERAL ELECTRIC Company, Schenectady, New York, has announced a new

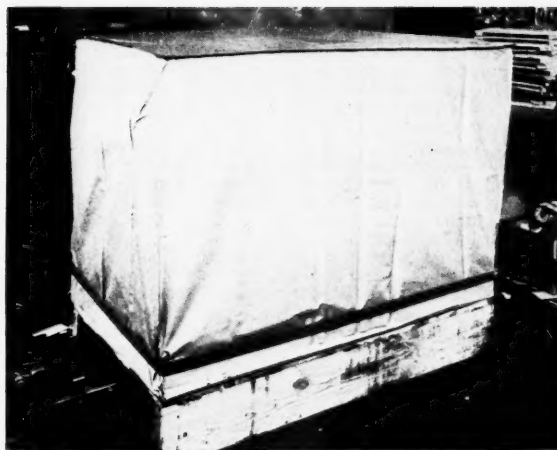
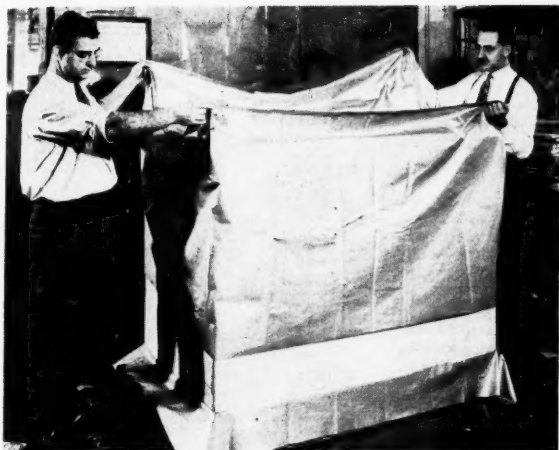


Device that pre-registers color plate stereotypes

electronic tachometer which measures rotating speeds of motors and other devices, from 300 to 50,000 rotations a minute. The tachometer consists of six feet of flexible cable, a measuring unit with an indicating instrument, and a small pick-up head which consists of a light-interrupting disk and a phototube upon which light shines.



Compact web offset press delivers up to 30,000 impressions per hour. Handles wide range of stock



Adjusting bags of water-proof and moisture-proof "Aquistop M-V Bar" fabric over skid of paper to preserve humidity. Picture at right shows sealed bag

PRESERVING humidity content in skids of paper is achieved by means of pre-fabricated bags made of some material called by the trade name of "Aquistop M-V Bar," which are placed over the paper loads and sealed at the bottom so that room temperatures will not affect the loads.

The Protective Coatings Corporation, Belleville, New Jersey, manufacturer of the new product, says that the substance from which the bags are made is "a synthetic impregnated, coated, and chemically-treated strong fabric which is flexible over a wide range of temperature conditions and which is both water-proof and moisture-proof." Because of the strength of the base material, the bags can be used repeatedly without deterioration.

"Tests show that this material may be flexed a minimum of 135,000 times at 20 degrees below zero without cracking," so the manufacturers announced.

VANDERCOOK & Sons, manufacturer of proof presses, has announced production of its new four-color proof press. A motion picture in color of the press

has been made, and is being shown to visitors at the Chicago display room of the company.

E. O. Vandercook, president, said that the cost of color proving will be lowered because of the high speed at which the press operates. It will take a maximum plate of 25 by 21 inches, and requires a floor space of 23 by 4 feet. Its net weight is 10,000 pounds.

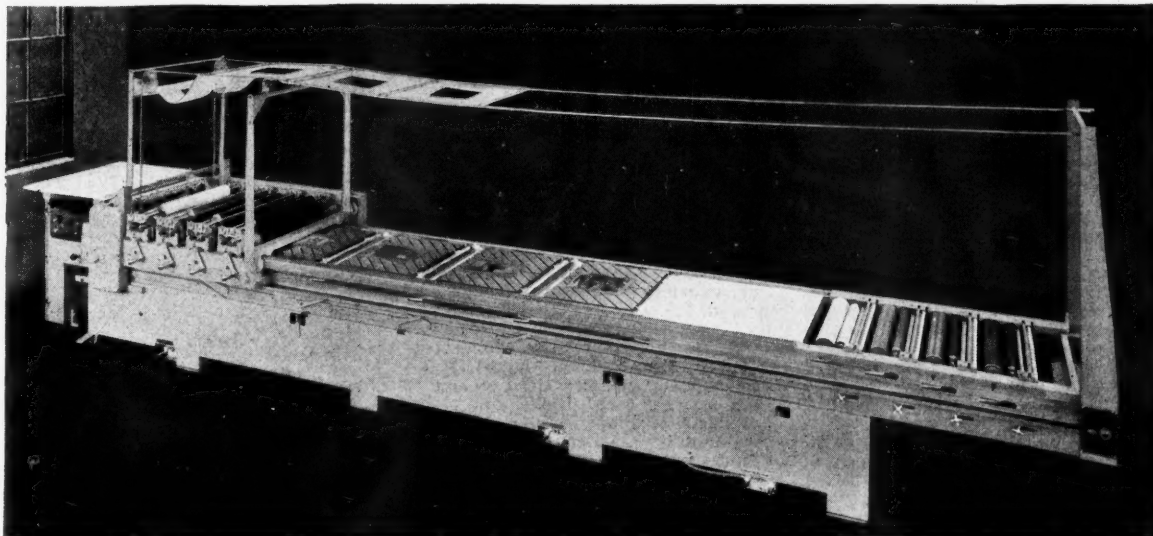
Two seconds elapse between the application of the first and fourth color of ink on the paper. Plates are inked immediately ahead of the impression because tests have shown that every fraction of a second that ink is allowed to set on a plate will cause a different result. The speed of the press has been fixed at 200 feet a minute. Impressions taken at any higher or lower speed result in different effects.

The press is equipped with a central control panel at the feed board, push buttons, four knobs that control cylinder trips with colored lights to indicate which color or combination of colors will print, an automatic frisket consisting of a piece of frisket paper clamped between chains, which feeds between

cylinder and inking units, and four new quick wash-up ink fountains with a vibrating ductor roller to transfer the ink from fountains to the motor-driven ink drums.

"This press was developed particularly for photoengravers and large publication printers and approximates more closely than ever before the high speed and the wet printing conditions of the four-color production presses," said Mr. Vandercook.

SIXTY-ONE rotogravure and forty-four newspaper press units in the new plant of the Philadelphia *Inquirer* will be operated and controlled by a newly developed electronic drive manufactured by the General Electric Company. This new drive supplies voltage to the adjustable-speed, direct current drive motors which may be mounted co-axially with the main shaft of the press. It is equipped with ignitron rectifiers—stepless speed controls—which eliminate the necessity of speed regulatory resistors or auxiliary starting motors. By properly shifting the rectifiers, jogging, slow threading speed, acceleration, slowing



New Vandercook four-color proof press, which was designed to approximate the high speed and wet printing conditions of four-color production presses

down, and dynamic-braking is provided. Push-button stations, emergency control, an automatic safety signal system, and equipment to protect the system against overload and short-circuit disturbances are among the control items.

The statement issued by the company conveys information to the effect that while similar drives in which direct current motors are powered and controlled by electronic tubes have been applied to other industries, the installation at the plant of the Philadelphia *Inquirer* is the first instance of a drive of this particular type being applied in the printing industry. It operates directly from a 440-volt circuit and is especially adapted for use with fast rotary web presses.

SOME AUTOMATIC INTERLOCKING safety devices, the spring-type clamp pressure, enclosed clutch and drive gears, an improved lubricating system, and com-

nounced. New features of the machine include a continuous shear with double end pull operation, clamp pressure with all metal friction unit, a heavy duty multiple disc clutch, and quick acting knife adjustments.

THE CLIPPER system of type-page tie-up invented by Thomas C. Edson consists of a frame made of slugs held at the corners by a patented clip made of spring-steel wire. The clips fit into grooves of slugs. The system works best with monotype or loose type pages but is usable on linotype pages. A specially constructed saw goes with the outfit to use for making grooves in the slugs or reglets. The clips are usable on any size page, being placed at the corners to hold the frame of slugs or reglets in position.

A NEW INDUSTRIAL humidifying unit, said to be a departure from conven-



Manufactured by Harris-Seybold Company, this Seybold 36-inch cutter features many safety devices

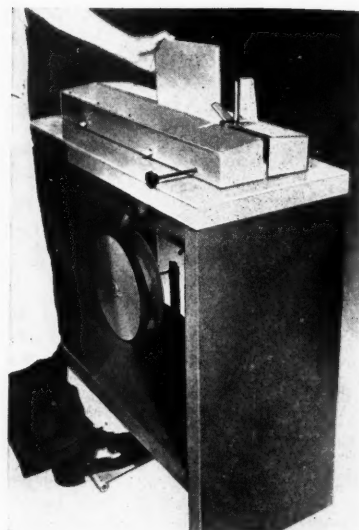
plete illumination are features in the new Seybold 36-inch paper cutter announced by Harry A. Porter, the vice-president of Harris Seybold Company, after production tests had been made of the prewar manufactured models in selected printing plants and binderies. While undergoing the field tests, improvements were built into the machines by the mechanical engineers of the company under the direction of W. R. Spiller, chief engineer. The first development of the new paper cutter was started in 1939, and the first production tests were begun in 1940.

The safety devices in the new cutter include the new mechanical two-hand starting device, non-repeat mechanism, enclosed working parts, and the safety washers. The table and the back-gauge scale are illuminated to reduce operator fatigue and lessen possibility of injury.

The manufacture of the new Seybold heavy duty 40-inch paper cutter is in full production, so Harry A. Porter, vice-president in charge of sales of the Harris-Seybold Company, has an-

ditional methods in that the entire unit, which is compact, is delivered ready for installation, has been announced by the Spraying Systems Company, Chicago. Made in two or four nozzle units, with humidistat control, it produces a finely atomized humidifying spray, and nozzles can be set at various angles to increase efficiency of moisture distribution. Siphon type humidifying nozzles are used, these utilizing compressed air mixed externally, and producing a fine, round, full cone spray.

A NEW semi-automatic, hand-operated stripping machine—Model OS-3—for applying gummed cloth or tape to side-stapled pads, books, and other products of binderies, has been announced by American Type Founders Sales Corporation. The machine is said to fill the gap between hand-stripping and the larger motorized strippers now on the market, and will handle work from one-fourth inch to one and one-half inches thick and up to seventeen inches long. Tape up to three inches



New semi-automatic stripping machine devised by the American Type Founders Sales Corporation

wide can be used. Advantages are ease and speed of adjustment, and the tape does not need additional trimming.

CEBELECT, a new plastic material designed for use in making duplicate printing plates, to which consideration was recently given by the executive board of the International Association of Electrotypers and Stereotypers, softens at a temperature of 160 degrees Fahrenheit, and at 325 degrees acts like thick molasses, thus becoming moldable. Pressure of about 750 pounds to the square inch is necessary. In the presentation of the subject to the meeting of IAES, James P. Barnes, representing Boutwell-Foster Company, the manufacturers, said that the plastic material was developed during the war with encouragement of the War Production Board to be used for duplicate plates as a substitute for metal.



Equipment for making "electron intaglio" plates, invented by Sidney Blau, distributed by J. H. & C. B. Siebold, Incorporated. For complete details see the news item in November issue, page 72

★  
This section is devoted  
to short and timely items  
concerning men and events  
associated with printing.  
Copy must reach the editor  
by the twentieth of month  
preceding date of issue

# THE MONTH'S NEWS

## BRITISH WAGES INCREASED

The wages of journeymen printers and other "grade-one" workers in England and Scotland have been increased 10 shillings a week (about \$2.50) and the work week has been reduced from 45 hours to 43½ hours, effective November 4, as a result of a governmental Court of Inquiry decision, and a new contract by and between the British Federation of Master Printers and the Printing and Kindred Trades Federation, which was signed October 28.

Overtime pay during any one day or night is paid for at the rate of time and a quarter ordinary time for the first two hours; time and a half for the next three hours; double time to continue afterwards "for any further period it may be necessary to work until a rest of eight hours can be given." Saturday overtime is time and one-half for the first five hours, double time afterwards. Sundays, double the ordinary time. Time worked before the ordinary time of starting is paid at the rate of time and one-half until the usual time of starting the day's work.

The five-day work week was instituted, and two weeks of vacation with pay are provided for in the new contract, instead of one.

The minimum wages for England and Wales, except London, have just been published by the British Federation of Master Printers, but the scales for London and Scotland were to be published separately by the London and Scottish Alliances.

Hand compositors are paid in the job plants, according to the revised scale for England and Wales (outside London), 113 shillings and 6 pence a week (about \$28.00); machine operators, 122 shillings; monotype caster attendants, 113/6.

Electrotypers and stereotypers are paid 122/6 for jobbing, and 131 shillings for rotary work; bookbinders and machine rulers are listed at 113/6. Pressmen are paid from 113/6 to 123/6. The rotary pressmen on high-class publications are paid, 130/6. Paper cutters are paid 110/; folding machine operators now receive 102/6.

Numerous other workers are listed under each of the wage scales, the contract covering all classifications of employees throughout both England and Scotland.

Among the lithographic printers listed are the following: transferers, 113/6; offset flatbed pressmen, 117/6 to 123/6; 2-color, 133/6.

Ratios of apprentices to journeymen are listed as follows: Compositors: one apprentice to one to two journeymen; two apprentices to three to seven journeymen; three to eight to seventeen;

four to eighteen to thirty-nine; five to forty to fifty-nine; six to sixty to seventy-nine; seven to eighty to ninety-nine journeymen; and eight apprentices to one hundred and over.

The ratios established for apprentices in pressrooms, lithographic, electrotyping, and stereotyping departments are practically on the same basis.

## REVEAL VALUE OF HOUSE ORGAN

Employee manuals and other publications are being requested of business organizations by the Employers' Association of Chicago for its library. In its members' service bulletin conveying this request is a paragraph about new values discovered by one of its members concerning a house magazine. The item is as follows:

"A Chicago company, which for years has published a house organ at an expenditure of \$40,000 a year, recently polled its readers and learned to its amazement that what they really wanted was less plant gossip and more information about the company itself; its operations; its part in the industry; how the company products were used and by whom. The company promptly awakened to the fact that it had in its employee publication a highly useful informational medium for its employees which it had never used. Employee informational polls are very often enlightening as well as helpful to management."

## PHILIP G. NUERNBERGER

Philip G. Nuernberger, 83, the inventor of the Nuernberger-Rettig Typecasting machine, later known as the Universal Type Caster, died in Chicago, October 28. He was at one time secretary-treasurer of the Thompson Type Caster Company, and in 1925 traveled around the world for the company.

Archie J. Little, typographer, Seattle, Washington, wrote THE INLAND PRINTER the following tribute to the abilities of Mr. Nuernberger:

"Phil Nuernberger was one of the craftsmen of the old school who had quite a hand in the development of the type-making machinery during the period when activities in composing machine development were at their highest. He was a true craftsman and down to his last moment of his life, his skilled hands worked with a tolerance of a plus or minus one-10,000th of an inch, as printers think and work in terms of picas or points."

## ENLISTS AID OF EDITORS

An all-volunteer United States Army to be maintained at the 1,000,000 level requires an enlistment of 40,000 men a month as necessary replacements, so an announcement from the U. S. Army recruiting service states. In the printed literature issued in connection with the recruiting campaign being launched to get the necessary peacetime army of 1,000,000 by July 1 of next year, the fact that the enlisted men begin with a basic pay of \$75.00 a month, with 20 per cent increases for overseas service, is stressed.

Flying and glider crews receive 50 per cent more, and parachutists receive \$50 extra a month. A corporal gets base pay of \$90 a month, and a first sergeant, \$165.

General Dwight D. Eisenhower, chief of staff, in a statement said that the purpose of the Army's world-wide enlistment campaign is to release men of "long and arduous war service who want to return to civilian life," and to build a strong peacetime Regular Army from the volunteers.

"By our victory we have won the respect of the world," General Eisenhower declared. "We can lose that respect and with it our influence toward a just and peaceful world order if we reduce our military forces to the point where they become weak or ineffective. The rapid rebuilding of our Regular Army is a vital necessity if we are to be able to meet our obligations."

A committee of the National Publishers Association endorsed the request of the War Department for cooperation of all magazines to publicize the needs of the Army in its current effort to build and maintain the essential all-volunteer organization.

## Christmas Cover

★ The glowing Christmas scene on our cover is from a four-color advertisement of the Studebaker Corporation, South Bend, Indiana. It was prepared by Roche, Williams & Cleary, Chicago.

★ Studebaker has a custom of publishing an annual Christmas message. This illustration was used the first postwar Christmas, suggesting genuine thankfulness without ignoring reality.

★ THE INLAND PRINTER appreciates permission to use the four-color plates to reproduce this heartening scene.

#### PIA ADDS FOUR CITIES

Local employing printers associations in four more cities have affiliated with the Printing Industry of America, announces James R. Brackett, the general manager, bringing the total number of qualified associations in PIA to 44 and total membership to about 2,800 printers. This compares with 19 cities and 1,100 members when the national association of the commercial printing industry was organized in July, 1945.

The four newly affiliated groups, and their presidents and secretaries, are:

Printing Industry of Greater Miami, L. J. Murphy, president, Forrest Lloyd, the executive manager; Master Printers Association of Newark, Harry Denburg, president, W. A. Meeks, executive secretary; San Francisco Printing Industry Association, L. A. Ireland, secretary, president not yet elected; and Graphic Arts Club of Charlotte (North Carolina), A. W. Lawing, the president, A. S. Blankenship, executive secretary.

Several other printing centers are now giving serious consideration to PIA affiliation, said Mr. Brackett.

#### INTERNATIONAL GROUP MEETS

Difficulties faced by printers in European countries and the possible ways to overcome them were discussed at the first postwar meeting of the Council of the International Bureau of the Federations of Master Printers, in London, England, October 15 and 16. Representative printers were present from Belgium, Denmark, France, Great Britain, Holland, Norway, South Africa, Sweden, and Switzerland. Greetings were read at the meeting from federations of master printers in Canada, Czechoslovakia, and the United States, expressing interest in the many worthy objectives of the International Bureau.

Plans were formulated for holding its sixth International Congress of Printers in Sweden in 1948. This will also be the twenty-fifth anniversary celebration of the founding of the International organization in 1923, which took place in Sweden.

During the two-day conference, ways and means of reviving some of the functions of the International Bureau, interrupted by the war, were discussed. The International Bulletin, published by E. Kopley during the war, will be the official organ of the International Bureau, appearing three or four times a year. Mr. Kopley, a partner in one of the member firms of the London Master Printers Association, volunteered to continue as director of the bureau in an honorary capacity, and the council accepted his offer. R. A. Austen-Leigh, chairman of the International Bureau, presided at the meeting of the council, and gave a report of events since its last previous meeting held in Switzerland in 1939. It was decided to hold the next meeting of the Council in Paris in the Spring of 1947.

#### NEWARK CONDUCTS COURSES

The Master Printers Association of Newark, New Jersey, and the vicinity is conducting two evening courses about printing and production problems this year, each consisting of two terms of ten weeks.

Edward Sanna, production manager of the Arco Manifold Company, New York City, is instructor for a class in elements of printing and printing processes. Stanley Walkwitz, assistant pro-

duction manager of Publishers Printing Company, New York City, instructs a class in estimating for printers and production problems. Both men are past presidents of the Navigators (formerly the Navigator Club), an association for the advancement of the graphic arts, New York City.

#### URGES USE OF BETTER PAPER

A 32-page brochure published by the American Writing Paper Corporation of Holyoke, Massachusetts, contains miniature specimens of letterheads for business concerns to illustrate the value of utilizing "fine stationery in business." Under the heading of "cost," the following statements appear in the brochure.

"Back of every letter you write, there is a heavy investment in fixed overhead expense, including dictating and stenographic time as well as printing and postage.

"The real cost of each letter may range anywhere from a quarter to a half-dollar, but the least part of that cost is the paper itself. Yet, the paper is the foundation of your letters and determines to a very large extent their impressiveness.

"Select a good reliable printer, lithographer, or engraver. Specify 100 per cent cotton content paper for your letterheads and envelopes. He will appreciate your selection and produce a better job. The slight extra cost will come back to you in prestige, good will, and customer satisfaction."

## ANSWERS It's a Quiz

Here are the answers to the quiz on page 81. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. The Chinese, about 100 A.D.
2. Photoengravers don't like the idea, because their saws usually do not have mica scales. Oh, sure, and the old "rule of thumb"!
3. 13 picas, 2-point leaded.
4. Five: Photographic, hand-cut film, lacquer block-out, tuche stencil, and paper.
5. Light blue tint—because it's non-photographic.
6. The Teletypesetter attached to keyboard line-casting machines.
7. True. Seniority continues to accrue while in service, but does not increase beyond this point.
8. Letterpress, b: bulk or cushion to minimize the makeready; offset, c: strength against the pull of the inked offset blanket; gravure, a: levelness, a maximum surface to the etched cylinder.
9. Temperature, which affects drying as much as 100 per cent for each 8 or 10 degrees; humidity—high humidity will slow drying (except, of course, with water-set inks).
10. The plate is smaller because the stereotype matrix is shrunk, often to the extent of almost an inch per eight columns.

#### TELL SOURCES OF IDEAS

Trade papers were credited with a score of 231 out of a possible 929 as sources for ideas for direct advertising pieces and campaigns, according to a report on a questionnaire given in printed and oral forms at the convention of the Direct Mail Advertising Association held in Chicago, October 18 and 19. The question was: "Give us your opinion on the best sources of advertising ideas. How do you get them? How do you keep up to date?"

The score follows: "Reading the trade papers, 231; studying the advertising of competitors, 139; contacting customers, 132; asking salesmen or studying their reports, 98; general reading, 59; watching trade trends, 38; attending conventions and meetings, 34; from advertising agency, 31; working in field, 27; by personal surveys, 26; from DDMA, 25; from the trade association, 24; discussion with others, 19; watching returns from own advertising, 11; from experience, 10; from creative printer, 9; by keeping an idea file, 9; by thinking, 7. Thirty other sources of ideas were mentioned in the questionnaire.

Other questions were discussed during the two-day convention—general speeches being barred except at the one luncheon meeting at which Gael E. Sullivan, the second assistant postmaster general of the United States, gave an address on air mail services of the Post Office Department.

The Champion Paper and Fibre Company was awarded the supplier plaque because of the excellence of its service to editors of industrial house magazines through its publication *Stet* which was rated one of the Fifty Direct Mail Leaders of 1946. Among the other winners of "Leader" awards were the Mead Corporation and its subsidiary, Mead Sales Company, paper manufacturers; and also the West Virginia Pulp and Paper Company.

Officers elected were president, Edward N. Mayer, Jr.; United States vice-president, Charles B. Konselman; the Canadian vice-president, Neil Powter; secretary-treasurer, Richard Messner.

#### PIA RECEIVES AWARD

For distinguished service during its first year of operation, Printing Industry of America, Incorporated, has been awarded the Certificate of Merit of the American Trade Association Executives. James R. Brackett, general manager of PIA, received the award from H. B. McCoy, director of the Office of Domestic Commerce, the U. S. Department of Commerce. Presentation was made at the annual convention of the ATAE in October.

#### REPORTS ON ACTIVITIES

In a report concerning activities of the Hamilton Manufacturing Company, Two Rivers, Wisconsin, E. P. Hamilton, president, said that diversification of the products was a basic policy of the company to insure constant operations. He said that 5,000 items are manufactured which includes composing room equipment and wood type for the printing industry. One factor that has led the company to make the success it has achieved is its ability to combine wood and steel in the manufacture of its products.

Mr. Hamilton reported that there are no reconversion problems for his company, largely because of the diversification policy.

## COMMENTS ON USA PRINTING

A comparison of production methods in the printing industry in the United States with those in England was made by Sir James Waterlow, of the Amalgamated Press Printing Works, London, in an address recently given before the South-East London Master Printers Association. Sir James spent seven weeks last May and June in the United States and was interviewed then by THE INLAND PRINTER concerning his impression during that visit. (See Page 72, July 1946.) In his comments as published by *British & Colonial Printer*, Sir James reported that "he found the Americans always willing to give any information in response to his inquiries."

"Two points which impressed him by their predominance over all other considerations were the prevailing accents upon quality and maximum production from the press—these outweigh cost and time," continued the report. "Buyers of print are infinitely more exacting in this demand than they are in England and generally prefer letterpress to photogravure. In order to obtain acceptable quality and to obtain the maximum machine production, an immense amount of labor is expended on perfecting the printing surfaces before they go to press. High quality is aimed at in the initial stages, whether blocks, type, or electros."

Concerning research in America, Sir James reported that it is not a matter of collective expenditure as it is in England, "but is confined to the individual concerns and it is impossible not to be impressed by the enormous expenditure which they are prepared to embark upon." He said that "one cannot but also be impressed by the enormous overhead costs in an American factory; the

offices are extravagantly laid out and furnished. Cloakroom and washing arrangements are excellently designed."

In his address as reported in the printing publication, Sir James made numerous comments about operations in American printing establishments and labor conditions which were quoted in the interview published by THE INLAND PRINTER last July. The British publication concluded with this paragraph:

"Sir James gave it as his opinion that, despite the outstanding developments in America, when the time arrives for the raising of restrictions in this country (England) for the greater encouragement of enterprise, and for freedom of trade in its widest sense, the printers of this country will show that they are still the better craftsmen."

## MOVE PLANT TO SOUTH AFRICA

John P. Saxer, a partner and general manager of the Saxer-Pfeiffer Printing Company, Buffalo, announced the sale of the company's newspaper printing department to the Charles Stewart Printing Company for export to Cape Town, South Africa, where it will be used for publication of a daily newspaper.

Removal of the equipment from Buffalo has created a problem for several newspapers and labor publications, because of shortage of printing facilities in western New York. Saxer-Pfeiffer printed papers with the combined circulation of about 78,000 copies and was the second largest firm printing community newspapers in the area, Mr. Saxer said.

Besides its newspaper printing establishment, Saxer-Pfeiffer also operates a commercial printing department in the Buffalo plant, plans for which will be announced later.

## URGES GROUP INSURANCE

Group insurance to cover all employees of open-shop printing establishments of the United States is urged as standard practice by Allerton H. Jeffries, president of the Master Printers Section of Printing Industry of America. Mr. Jeffries cites as examples an arrangement being put into effect by the Printing Industries Association of Los Angeles, and also a proposed plan published in booklet form by the Master Printers Section of the New York Employing Printers Association for open-shop members.

The Los Angeles plan, effective January 1, provides for the coverage of all the employees of each member firm, the employer paying the monthly premiums. Accidental death, incapacity resulting from accident, sickness, hospitalization, surgical fees, and straight life insurance are items covered in the policies. It is the plan of the Los Angeles group to publish a descriptive booklet on the subject for the information of employees. The New York plan is very similar in its major provisions for insurance on death, accident, and hospitalization.

## INTERTYPE REPORTS EARNINGS

The net earnings for the three-month period ended September 30, of Intertype Corporation, Brooklyn, New York, were \$55,736.48, according to its statement of operations. The provisions for taxes and contingencies were listed at \$65,900 for the quarter.

In the statement covering operations for nine months of the present calendar year, net earnings were shown to be \$223,120.70, with provision for taxes and contingencies aggregating \$233,900. Net earnings for the nine-month period a year ago were \$179,672.22.

## "Typocrafters" in Annual Get-Together at Chicago

• Since the origination of the idea nine years ago, members of a small group of printing designers known as the "Typocrafters" have met in Chicago once each year to exchange ideas on art, layout, and typography. The organization is unique in that it has no officers and the members pay no dues.

A featured activity of the Typocrafters is the circulation of a traveling exhibit of printed pieces, designed by members, to all in the group. Included in the "Green Box" is a wide variety of printed matter from letterheads to broadsides and catalogs. This practice of "sample swapping" has proved valuable as well as interesting and inspirational to the organization members.

The idea of a Typocrafters club, and particularly the traveling exhibit, could be used to excellent advantage by groups of designers in other printing centers such as New York City, Philadelphia, and San Francisco.



Standing, left to right: Glenn Pagett, Typographic Service Company, Indianapolis; Edward Bachorz, Western Printing & Lithographing Company, Racine, Wisconsin; Hec Mann, Mount Morris, Illinois; J. F. Tucker, New Philadelphia, Ohio; G. H. Petty, Weimer Typesetting Company, Indianapolis; Ben Wiley, Frye Printing Company, Springfield, Illinois; Dan Smith, Poole Brothers, Chicago; John La-moureux, Warwick Typographers, St. Louis. Seated, left to right: Edward H. Christensen, W. F. Hall Printing Company, Chicago; J. L. Frazier, The Inland Printer, Chicago; Hubert J. Echele, Warwick Typographers, St. Louis; Glenn J. Church, The Inland Printer, Chicago. Other members, not shown, are: LeRoy Barfuss, I. S. Berlin Company, Chicago; John E. Cobb, Portland, Oregon; Norman Forgue, the Norman Press, Chicago; Frank M. Kofron, Minneapolis; Igor deLissovoy, of the R. R. Donnelley & Sons Company, Chicago; and R. Hunter Middleton, of the Ludlow Typograph Company, Chicago.

## WRITER CRITICIZES PRINTERS

Under a headline, "Labor Costs Feared Driving Printing into Luxury Class," Chads O. Skinner, writer of an article which appeared in the *Cleveland Plain Dealer*, November 6, said that "productivity by workmen in the industry has failed to keep pace with wage increases by a margin of 35 per cent." Continuing, the writer said:

"The productivity of printing craftsmen has fallen below the 1939 level by 11 per cent, according to Department of Labor estimate, while their wages kept on climbing.

pattern of those extinct or debilitated crafts which kept their manpower so limited and the price of their services so high that they were easy prey for competitive crafts."

Mr. Skinner referred to recent surveys of the industry and also quoted a number of leaders in the graphic arts to support his conclusions.

## STUDY OF LIFTING OPERATIONS

How heavy rolls and skids of paper are handled by means of lifting and tiering trucks has been illustrated with 147 halftone reproductions of photo-

## PUBLISHERS TREATISE ON LAYOUT

Mark E. Powers, printing engineer, who has written a number of articles about printing plant layout which have appeared in *THE INLAND PRINTER*, has written a monograph on the subject which has been published in brochure form by the Graphic Arts Association of Illinois, a copy of which has been supplied to all of those who belong to the association.

The brochure contains 32 pages and is illustrated with numerous charts to illustrate the ideas expressed. In a foreword, S. F. Beatty, the secretary and general manager of the association, said that while numerous articles about the subject of printing plant layout have appeared in trade publications, it has been found impossible to find a book or a treatise on the subject and for that reason the association made arrangements with Mr. Powers to write the monograph which the association has published and copyrighted. The author, Mr. Powers, is a graduate engineer of the University of Illinois, and for many years has specialized in solving engineering problems in the printing industry.

"We know of no other man who has had so much experience in making the layouts of printing plants as Mr. Powers, and we feel confident that the information contained in this booklet will prove of value to all members of our association and to other printing establishments considering expansion problems, new buildings, and other developments which involve the making of layouts," remarked Mr. Beatty.

## DOROTHY JUDD TEALL

Miss Dorothy Judd Teall, daughter of F. Horace Teall and sister of Edward N. Teall, died at the home of her sister, Mrs. John Dean, in Milo, Maine, November 18. True to family tradition, she was a proofreader as well as a writer and editor.

Miss Teall, born in 1898, went to Barnard College, in New York. Her first editorial work was done as a member of the staff of *Musical America* in that city. She wrote critical series on subjects of art and music for the *Detroit News* and the *New York Evening Post*.

She had been a member of the editorial staffs of the *New International Encyclopedia*, the *New Century Dictionary*, and of the book publishing firm of Harcourt, Brace. She contributed articles also to the *Nation*, *Publishers' Weekly*, and the *old Bookman*.

Miss Teall was a hard and faithful worker, a skilled editor—a brilliant woman. She was in spirit akin to us of the IP family.

## ISSUES NEW CATALOG

Hamilton Manufacturing Company has issued the first of a new series of postwar catalogs designed to show its line of composing room equipment. It is twenty-four pages, 8½ by 11 inches in page size, and contains many illustrations of job and newspaper type cabinets. One of the arguments used for installing and maintaining efficient composing room equipment is that "time—the time of your compositors—is the most expensive commodity in the composing room." Reference is made to the waste of time when it is wrongly consumed "in hunting for necessary materials which always should be supplied at the finger tips." The new catalog series will cover the complete Hamilton line.



Outdoor billboard in New York City was sponsored by Sidney Hollaender, president of Ever Ready Label Corporation, as first step in drive to spread the spirit of peace. Originator of the idea, Mr. Hollaender is director of the Broadway Association which is backing the drive

"Basic wages in the industry increased 37 cents an hour since 1941, with a 20 cent rise coming in the year following the end of World War II.

"An inadequate supply of journeymen printers, due in large measure to union limitations on new entrants into their trade, necessitated the payment of more overtime wages last year than in probably any other year in the history of the industry.

"That was fine, in the short-term view of things, for the relative handful of printing craftsmen who received the overtime work, but it had to be paid for in the form of diminished ability of employers to buy more efficient machinery and of greatly increased costs of the printing products.

"It is incontrovertible that, upon the basis of sound economies, the printing trade, which embraces some of the finest craftsmen extant, is falling into the

graphs taken in paper mills, printing plants, and other establishments, in a 48-page book, 8½ by 11 inches in size, published by the Elwell-Parker Electric Company, Cleveland, Ohio. In an announcement, the statement appears that 136 companies contributed data and otherwise cooperated in the preparation of the book which was designed to prove that printers and publishers "can no longer afford to move paper by hand or even by halfway measures." "Industrial Logistics in Paper" is the title.

## ELECTED TO CONGRESS

Colonel J. K. Javits, who has been the counsel of the National Paper Trade Association since 1932, was elected to Congress in November, representing the Twenty-first District of New York City. He ran as a Republican and Liberal in a district which has gone Democratic for many years.

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SIX DIFFERENT KINDS OF LISTINGS ARE INCLUDED IN THIS DIRECTORY OF MACHINERY, EQUIPMENT, SUPPLIES, AND PAPER TO BE USED BY THE GRAPHIC ARTS INDUSTRY

1

Manufacturers of machinery, equipment, and supplies are listed alphabetically by products. See next page for complete explanation of how to use simplified classification system.

2

All printing papers are classified alphabetically by kinds of paper. Various makers of each kind are shown.

3

Popular brand names of paper are listed alphabetically, with makers of each brand shown.

4

A list of advertisers and other important firms shows the addresses of the branch offices, to the nearest of which readers will wish to direct their inquiries and orders.

5

A representative group of leading printing machinery dealers is listed alphabetically.

6

Booklets and other educational material offered by advertisers free to the trade are classified and described. Postpaid mailing care included. Another I-P service for you.



## THE INLAND PRINTER'S



## of EQUIPMENT and SUPPLIES

While compilers of this directory have taken every precaution to insure accuracy, guarantee cannot be made against the possibility of a change, error, or omission in the various listings. Every effort has been made to secure authentic information direct from supply firms, manufacturers, and paper mills.

**ADDRESSING and MAILING MACHINES**

- 1 Addressing
  - 2 Mailing
  - 3 Metered Mail Machines
  - 4 Stamp Affixers and Envelope Sealing Mach.
  - 5 Strip Printing
  - 6 Wrapper Printing and Wrapping
- 1 2 3 4 5 6  
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17, Ohio
- 1 2 3 4 5 6  
ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.
- 1 2 3 4 5 6  
BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.
- 1 2 3 4 5 6  
★CHESHIRE Mailing Machines, 1415 Altgeld St., Chicago 14, Ill.
- 1 2 3 4 5 6  
COMMERCIAL Controls Corp., 640 Culver Rd., Rochester 2, N. Y.
- 1 2 3 4 5 6  
DICK'S Mailers, 137 W. Tupper St., Buffalo 1, N. Y.
- 1 2 3 4 5 6  
ELLIOT Addressing Machine Co., 143 Albany St., Cambridge 39, Mass.
- 1 2 3 4 5 6  
NATIONAL Cash Register Co., Dayton 9, Ohio
- 1 2 3 4 5 6  
★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.
- 1 2 3 4 5 6  
PAYYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.
- 1 2 3 4 5 6  
PITNEY-BOWES Postage Meter Co., 757 Pacific St., Stamford, Conn.
- 1 2 3 4 5 6  
POLLARD-ALLING Mfg. Co., 223 W. 19th St., New York, N. Y.
- 1 2 3 4 5 6  
STANDARD Mailing Machine Co., 1935 Revere Beach Pkwy., Everett 39, Mass.
- 1 2 3 4 5 6  
★WING'S, Chauncey, Sons, 78 Pierce St., Greenfield, Mass.

**ADHESIVES**

- 1 Bookbinders' Glue
  - 2 Cut Mounting Cement
  - 3 Envelope Gums
  - 4 Liquid Solders
  - 5 Mailing Room Paste
  - 6 Makeready Paste
  - 7 Mounting, Cardboard
  - 8 Padding Cement
  - 9 Rubber Cement
  - 10 Splicing Paste
  - 11 Tape Cement
  - 12 Plastic Adhesives
- 1 2 3 4 5 6 7 8 9 10 11  
★ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 22, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
ARABOL Mfg. Co., 110 E. 42d St., New York 17, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
BINGHAM Brothers, Inc., 154 Nassau St., New York 1, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
BOND Adhesives Co., 255 Wallabout St., Brooklyn 6, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
BOOTH, E. A., Rubber Co., Rockefeller Bldg., Cleveland 13, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
BROWN, Lindsay, Paint Co., 2601-75 W. Grand Ave., Chicago 12, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
BUCKEYE Paste Co., 270 So. Wall St., Columbus 15, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
BURRAGE Glue Co., 15 Vandewater St., New York 7, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.
- 1 2 3 4 5 6 7 8 9 10 11  
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
CLARK Stek-O Corp., 1631 Dewey Ave., Rochester 13, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
COMMERCIAL Paste Co., Columbus 8, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio

**How to Use This Directory**

• Items in this directory have, we believe, been listed in as comprehensive a manner as possible. Items have been cross-referenced. Certain related items have been grouped and sub-indexed by key numbers to facilitate finding, as, for example, "Adhesives." Under each firm name are key numbers showing the particular types of adhesives manufactured. These key numbers are spaced so they are aligned directly beneath the line of numbers immediately below the sub-classifications. Find the key number of the adhesive desired in the top line, trace vertically down the column with a straight-edge, and all the firms having that key number listed will easily be found.

- 1 2 3 4 5 6 7 8 9 10 11  
DE VERE Co., 2000 Clark St., Racine, Wis.
- 1 2 3 4 5 6 7 8 9 10 11  
ECONO Products Inc., 132 Humboldt St., Rochester 10, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
FINDLEY, F. G. Co., 1265 N. 10th St., Milwaukee 5, Wis.
- 1 2 3 4 5 6 7 8 9 10 11  
FLINT, Howard, Ink Co., 2546 Clark Ave., Detroit 9, Mich.
- 1 2 3 4 5 6 7 8 9 10 11  
FULLER, H. B., Co., 255 Eagle St., St. Paul 2, Minn.
- 1 2 3 4 5 6 7 8 9 10 11  
★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
GODFREY Roller Co., 215 N. Camac St., Philadelphia 7, Pa.
- 1 2 3 4 5 6 7 8 9 10 11  
GREEN'S Paste Works, Box 7, Syracuse, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
HART, Wm. C., Co., Inc., 137 Green St., New York 12, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
HOYT, Arthur S. Co., Inc., 175 Fifth Ave., New York 10, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
LAYTON Elastic Glue Co., 1244 N. Central Park Ave., Chicago 51, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
LEE Hardware Co., 250 N. Santa Fe Ave., Salina, Kan.
- 1 2 3 4 5 6 7 8 9 10 11  
LE PAGE'S, Inc., Essex Ave., Gloucester, Mass.
- 1 2 3 4 5 6 7 8 9 10 11  
LOX Mfg. Co., 3310 E. 31st St., Kansas City 3, Mo.
- 1 2 3 4 5 6 7 8 9 10 11  
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
MATTHEWS, Jas. H., & Co., 3950 Forbes St., Pittsburgh 13, Pa.
- 1 2 3 4 5 6 7 8 9 10 11  
MAY Chemical Works, 902 Larrabee St., Chicago 10, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
METZGER, Alfred E., 30 Irving Pl., New York 3, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
MILWAUKEE Printers Roller Co., 422 S. Fourth St., Milwaukee 4, Wis.
- 1 2 3 4 5 6 7 8 9 10 11  
MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.
- 1 2 3 4 5 6 7 8 9 10 11  
MOTOR City Roller Co., 448 E. Lafayette St., Detroit 26, Mich.
- 1 2 3 4 5 6 7 8 9 10 11  
NATIONAL Adhesives, Div. of National Starch Products, 270 Madison Ave., New York 16, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
NATIONAL Roller Co., 307 Pearl St., New York 7, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
OSGOOD-Globe Corp., 33 Purchase St., Boston 10, Mass.
- 1 2 3 4 5 6 7 8 9 10 11  
★PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
PECK, James I., 47 High St., West Orange, N. J.
- 1 2 3 4 5 6 7 8 9 10 11  
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
- 1 2 3 4 5 6 7 8 9 10 11  
SHOEMAKER, J. L., & Co., 15 S. Sixth St., Philadelphia 6, Pa.
- 1 2 3 4 5 6 7 8 9 10 11  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

- 1 2 3 4 5 6 7 8 9 10 11  
S S RUBBER Cement Co., 314 N. Michigan Ave., Chicago 1, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
STOKES, A., Co., Hudson, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
TAYLOR Glue Co., Concord, N. H.
- 1 2 3 4 5 6 7 8 9 10 11  
TRI-Tix, Inc., 3727 N. Palmer St., Milwaukee 12, Wis.
- 1 2 3 4 5 6 7 8 9 10 11  
TWIN CITY Printers Roller Co., 505 S. 3d St., Minneapolis 15, Minn.
- 1 2 3 4 5 6 7 8 9 10 11  
UNION Rubber & Asbestos Co., P. O. Box 1040, Trenton 6, N. J.
- 1 2 3 4 5 6 7 8 9 10 11  
UNITED States Rubber Co., 1230 Avenue of the Americas, New York 20, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
WILLIAMSON Adhesives, Inc., 2327 W. 18th St., Chicago 8, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
WLSOLITE Corp., Dun Bldg., Buffalo 2, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
WINN & Goodman, 440 Sansome St., San Francisco 11, Cal.

**ADHESIVE TAPE, CUT-MOUNTING**

- 1 2 3 4 5 6 7 8 9 10 11  
CORKPAK Co., Inc., The, 45 S St., Mount Vernon, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
INDUSTRIAL Tape Corp., New Brunswick, N. J.
- 1 2 3 4 5 6 7 8 9 10 11  
MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
- 1 2 3 4 5 6 7 8 9 10 11  
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
S S RUBBER Cement Co., 314 N. Michigan Ave., Chicago 1, Ill.

**ADHESIVE TAPE, MASKING (for friskets, etc.)**

- 1 2 3 4 5 6 7 8 9 10 11  
★ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
- 1 2 3 4 5 6 7 8 9 10 11  
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

**ADHESIVE TAPE, PRESSURE-SENSITIVE**

- 1 2 3 4 5 6 7 8 9 10 11  
★ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
BAUER & Black, Div. of the Kendall Co., 2500 S. Dearborn St., Chicago 16, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
DENNISON Mfg. Co., 300 Howard St., Farmington, Mass.
- 1 2 3 4 5 6 7 8 9 10 11  
EVER READY Label Corp., 141 E. 25th St., New York 10, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
GUMMED Tape & Devices Co., 1318 60th St., Brooklyn 19, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
INDUSTRIAL Tape Corp., New Brunswick, N. J.
- 1 2 3 4 5 6 7 8 9 10 11  
INTERNATIONAL Plastic Corp., 10 Park Pl., Morristown, N. J.
- 1 2 3 4 5 6 7 8 9 10 11  
MILPRINT, Inc., 5th & Florida Sts., Milwaukee, Wis.
- 1 2 3 4 5 6 7 8 9 10 11  
MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.

**AGITATORS, INK**

- 1 2 3 4 5 6 7 8 9 10 11  
GEGENHEIMER, William, Inc., 78 Roebing St., Brooklyn 11, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
MARGACH Mfg. Co., 82 Beekman St., New York 7, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
OHLBEY Machinery Co., 3818 Laclede Ave., St. Louis 8, Mo.

**AIR BRUSHES**

- 1 2 3 4 5 6 7 8 9 10 11  
DEVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
OLSEN-Mark Corp., 124 White St., New York 13, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.

**AIR, COMPRESSED, CLEANING AND DRYING UNIT**

- 1 2 3 4 5 6 7 8 9 10 11  
LOGAN Engineering Co., 4912 Lawrence Ave., Chicago 30, Ill.

**AIR COMPRESSORS AND PUMPS**

- 1 2 3 4 5 6 7 8 9 10 11  
BECKFIELD Rotary Vacuum Blower Co., 532 First Ave., Pittsburgh 19, Pa.
- 1 2 3 4 5 6 7 8 9 10 11  
BINKS Mfg. Co., 3114 W. Carroll Ave., Chicago 12, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
DEVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
★DOUTHITT Corp., 650 W. Baltimore Ave., Detroit 2, Mich.
- 1 2 3 4 5 6 7 8 9 10 11  
FAIRBANKS Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
GAST Mfg. Corp., 123 Hinckley St., Benton Harbor, Mich.
- 1 2 3 4 5 6 7 8 9 10 11  
HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore 2, Md.
- 1 2 3 4 5 6 7 8 9 10 11  
KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11  
★LANSTON Monotype Machine Co., 24th and Locust Sts., Philadelphia 3, Pa.
- 1 2 3 4 5 6 7 8 9 10 11  
LEIMAN Brothers, 166 Christie St., Newark 8, N. J.
- 1 2 3 4 5 6 7 8 9 10 11  
NEW JERSEY Machine Corp., 1800 Willow Ave., Hoboken, N. J.
- 1 2 3 4 5 6 7 8 9 10 11  
★PAASCHE Airbrush Co., 1911 Diversey Parkway, Chicago 14, Ill.
- 1 2 3 4 5 6 7 8 9 10 11  
SPRAYOMATIC Products Co., 1120 Harrison Ave., Cincinnati 14, Ohio
- 1 2 3 4 5 6 7 8 9 10 11  
TRANE Co., 2d St. and Cameron Ave., La Crosse, Wis.

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## AIR AND PAPER CONDITIONERS

- 1 Air Conditioning Equipment
  - 2 De-Humidifiers
  - 3 Humidifiers
  - 4 Paper Conditioners
- 1 2 3 4  
ADVANCE Mfg. Co., 350 N. 26th St., Louisville 12, Ky.
- 1 2 3 4  
ARTEMP Division, Chrysler Corp., 1100 York St., Dayton, Ohio
- 1 2 3 4  
ANETSBERGER Bros., 3501 Elston Ave., Chicago 18, Ill.
- 1 2 3 4  
AQUA-SORB Company, 21 S. 16th St., East Orange, N. J.
- 1 2 3 4  
★ARMSTRONG Machine Works, 901 Maple St., Three Rivers, Mich.
- 1 2 3 4  
BAHNSON Company, 1001 S. Marshall St., Winston-Salem 2, N. C.
- 1 2 3 4  
BUFFALO Forge Co., 490 Broadway, Buffalo, N. Y.
- 1 2 3 4  
CARRIER Corporation, South Geddes St., Syracuse 1, N. Y.
- 1 2 3 4  
FLINT, G. C., Eng. Service, 842 Gunderson Ave., Oak Park, Ill.
- 1 2 3 4  
GENERAL Electric Co., 1 River Road, Schenectady 3 N. Y.
- 1 2 3 4  
MURRAY, D. J., Mfg. Co., 1002-1024 Third St., Wausau, Wis.
- 1 2 3 4  
OFFEN, B., and Co., 343 S. Dearborn St., Chicago 4, Ill.
- 1 2 3 4  
PARKS-CRAMER Company, P. O. Box 444, Fitchburg, Mass.
- 1 2 3 4  
POWERS Regulator Co., 2720 Greenview Ave., Chicago 14, Ill.
- 1 2 3 4  
R. L. HUMIDIFIER & Vent Co., 99 Chauncy St., Boston 11, Mass.
- 1 2 3 4  
SKILBECK Mfg. Co., 1612 60th St., Kenosha, Wis.
- 1 2 3 4  
★SOUTHWORTH Machine Co., 30 Warren Ave., Portland 3, Me.
- 1 2 3 4  
STANDARD Engineering Works, 289 Roosevelt Ave., Pawtucket, R. I.
- 1 2 3 4  
STURTEVANT, B. F., Company, Div. Westinghouse Electric, 18 Damon St., Boston 36, Mass.
- 1 2 3 4  
TRANE Company, 2d and Cameron Ave., La Crosse, Wis.
- 1 2 3 4  
WILSEA Works, 371 Saint Paul St., Rochester 5, N. Y.

## AIR SEPARATORS

- ★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.

## ALBUMIN

- BEN DAY Inc., 118 E. 28th St., New York 16, N. Y.
- FUCHS & Lang Mfg. Co., Div. Gen. Ptg. Ink Corp., 100 Sixth Ave., New York 13, N. Y.
- HILL-HENTSCHL Co., 3928 Clayton Ave., St. Louis 11, Mo.
- MOUNT Vernon Presses, Mt. Vernon, N. Y.
- PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.
- ★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.
- ★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
- ★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.

## ALBUMIN PLATE BAKING INFRA RED UNIT

- POSTORIA Pressed Steel Corp., Postoria, Ohio

## ALBUMIN SCALES, OFFSET-LITHO

- PITMAN, Harold M., Co., 51st Ave. & 33d St., Chicago 30, Ill.

## ALPHABETS, DISPLAY

- RULEX Type Corp., 549 S. Westl St., Chicago 5, Ill.

## ANTI-OFFSET EQUIPMENT and SUPPLIES

- 1 Spray Guns
  - 2 Spray (Dry or Liquid)
  - 3 Spray, Excess, Exhaust
- 1 2 3  
★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth 8, N. J.
- 1 2 3  
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.

- 1 2 3  
BINKS Mfg. Co., 3114 W. Carroll Ave., Chicago 12, Ill.
- 1 2  
CRAIG Corporation, 143 W. 20th St., New York 11, N. Y.
- 1 2  
DE VERE Company, 2000 Clark St., Racine, Wis.
- 1 2  
DEVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
- 1 2 3  
H-G PRODUCTS Company, 400 W. Madison St., Chicago 6, Ill.
- 1 2  
HILL-Hentschel Company, 3928 Clayton Ave., St. Louis 10, Mo.
- 1 2  
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22, N. Y.
- 1 2  
NATIONAL Adhesives, Div. of National Starch Products, 270 Madison Ave., New York 16, N. Y.
- 1 2 3  
★NO OFF SET Co., 3403 Fayette St., Louisville 9, Ky.
- 1 2  
OXY-DRY Sprayer Corp., 323 E. 38th St., New York 16, N. Y.
- 1 2  
★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.
- 1 2 3  
★PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.
- 1 2  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
- 1 2  
★SLEIGHT Metallic Ink Co., 538 N. 3d St., Philadelphia 23, Pa.
- 1 2  
SPRAYOMATIC Products Co., 1120 Harrison Ave., Cincinnati 14, Ohio
- 1 2  
SPRAY Sales, 2540 S. Damen Ave., Chicago 8, Ill.
- 1 2  
STURTEVANT, B. F., Co., Div. Westinghouse Electric, 18 Damon St., Boston 36, Mass.
- 1 2 3  
★TRIANGLE Ink & Color Co., Inc., 303 E. 45th St., New York 17, N. Y.
- 1 2  
WILBAR Sales & Engineering Co., 549 W. Washington St., Chicago 6, Ill.
- 1 2  
ZAPON Div. Atlas Powder Co., Stamford, Conn.

## ANILIN PRINTING CONTINUOUS DESIGN ROLLERS

(see Continuous Design Rollers)

## ANODES, COPPER

- AMERICAN Brass Co., Waterbury 88, Conn.
- CENTRAL Testing Laboratories, 2016 Carroll Ave., Chicago 12, Ill.
- METALLURGICAL Products Co., 35th & Moore Sts., Philadelphia, Pa.

## ANTI-WORKUP DEVICES

- ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.
- CHEMICAL Color & Supply Co., Div. General Printing Ink Corp., 347 S. Clark St., Chicago 3, Ill.
- L. & W. SERVICE Co., 140 Orange St., Providence 3, R. I.
- SMITH, F. X., Co., 952 E. 93d St., Brooklyn 12, N. Y.

## APRONS

- ECONOMY Novelty & Printing Co., 225 W. 39th St., New York 18, N. Y.
- PROTEXALL Apron Co., 1028 E. 63rd St., Chicago, Ill.

## ARC LAMPS

- ATLAS Electric Devices Co., 361 W. Superior St., Chicago 10, Ill.
- ★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.
- GELB, Joseph, Co., 12 E. 32d St., New York 16, N. Y.
- ★HUNT, Philip A., Co., 250 Russell St., Brooklyn 22, N. Y.
- ★LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.
- ★MACBETH Arc Lamp Co., 875 N. 28th St., Philadelphia 30, Pa.
- PEASE, The C. F. Co., 2601 W. Irving Park Rd., Chicago 18, Ill.
- PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.
- POLYGRAPHIC Co. of America, The, 310 E. 45th St., New York 17, N. Y.
- ★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
- SULLEBARGER, E. T., Co., 110 Fulton St., New York 7

## ARTISTS MATERIALS

- 1 Acetate Sheeting
  - 2 Colors
  - 3 Crayons
  - 4 Drawing Boards
  - 5 Drawing Instruments
  - 6 Frisket Paper
- 1 2 3 4 5 6  
ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3, Ohio

- 1 2 3 4 5 6  
BAKELITE Corp., 300 Madison Ave., New York 17, N. Y.
- 1 2  
CELANESE Plastics Corp., 180 Madison Ave., New York 16, N. Y.
- 1 2  
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio
- 1 2 3 4 5  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.
- 1 2  
★GAETJENS, Berger & Wirth, Inc., 55 York St., Brooklyn 1, N. Y.
- 1 2  
HERCULES Powder Co., Inc., 931 Market St., Wilmington, Del.
- 1 2  
★INTERNATIONAL Printing Ink Corp., 16th Floor, Empire State Bldg., New York 1, N. Y.
- 1 2  
MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10, Ill.
- 1 2  
METZGER, Alfred E., 30 Irving Place, New York 3, N. Y.
- 1 2  
MONSANTO Chemical Co., Plastics Div., 600 Montanto Ave., Springfield 2, Mass.
- 1 2  
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.
- 1 2 3 4 5 6  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
- 1 2  
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.
- 1 2 3  
SUN Chemical & Color Co., Div. Sun Chemical Corp., 309 Sussex St., Harrison, N. J.

## ASSEMBLING EQUIPMENT

(see Collating and Gathering Equipment)



## BACKERS, ROLLER

- ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.
- CRAWLEY Book Machinery Co., 328 Keturah St., Newport, Ky.
- ★DEXTER Folder Co., Pearl River, N. Y.
- ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 3, Ohio
- HICKOK, W. O., Mfg. Co., 900 Cumberland St., Harrisburg, Pa.
- MEYERS, L. W., Co., 1828 Milwaukee Ave., Chicago 47, Ill.
- PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.
- SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.
- SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.
- STANDARD Machinery Co., The, Mystic, Conn.

## BACKING PANS AND STANDS, ELECTROTYPERS

- HOE, R., & Co., 910 E. 138th St., New York 54, N. Y.

## BAG MAKING MACHINES and SUPPLIES

- AMES Bag Machine Co., E. 66th St. and Euclid Ave., Cleveland 15, Ohio
- AMSCO Packaging Machinery Co., 3131 48th Ave., Long Island City 1, N. Y.
- HUDSON Sharp Machine Co., 1201 Main St., Green Bay, Wis.
- NAGEL-RYAN Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
- POTDEVIN Machine Co., 1226 38th St., Brooklyn 18, N. Y.
- SMITH & Winchester Mfg. Co., South Windham, Conn.
- STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul 4, Minn.
- STOKES & Smith Co., Frankford, Philadelphia 24, Pa.
- WALDRON, John, Corp., New Brunswick, N. J.

## BALERS, WASTE PAPER

- BUSINESS Men's Paper Press Co., Wayland, Mich.
- ECONOMY Baler Co., Ann Arbor, Mich.
- LOGEMANN Bros. Co., 3130 W. Burleigh St., Milwaukee 10, Wis.
- MINNICH Machine Works, Inc., Landisville, Pa.
- SIGNODE Steel Strapping Co., 2600 N. Western Ave., Chicago 47, Ill.

**BANDING AND BUNDLING PRESSES**

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
 ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, Ill.  
 BERRY Machine Company, 716 N. First St., St. Louis 2, Mo.  
 BUNN, B. H., Co., Vincennes Ave. at 76th St., Chicago 20, Ill.  
 ★DEXTER Folder Co., Pearl River, N. Y.  
 LIBERTY Folder Co., 501 E. Court St., Sidney, Ohio

**BEARERS, ELECTROTYPE**

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.

**BEARINGS, BALL, ROLLER, SLEEVE TYPE**

BEARINGS Industry Co., The, 17 W. 60th St., New York 23, N. Y.  
 BOUND Brook Oil-less Bearing Co., Lincoln Blvd., Bound Brook, N. J.  
 JOHNSON Bronze Co., 475 S. Mill St., Newcastle, Pa.  
 LINK-BELT Co., 307 N. Michigan Ave., Chicago 1, Ill.  
 MINIATURE Precision Bearings, Keene, N. H.  
 NORMA-HOFFMAN Bearings Corp., Stamford, Conn.  
 SKF INDUSTRIES, Inc., Front St. and Erie Ave., Philadelphia 34, Pa.  
 TIMKEN Roller Bearing Co., The, 1835 Dueber Ave., S. W., Canton 6, Ohio  
 TORRINGTON Co., The, Bantam Bearings Div., 3702 W. Sample St., South Bend 21, Ind.

**BELLOWS, CAMERA**

★DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
 UNITED Camera Company, 1515 Belmont Ave., Chicago 13, Ill.

**BELT AND TAPE LACING**

CLIPPER Belt Lacer Co., Inc., 974 Front Ave., N. W., Grand Rapids 2, Mich.  
 TON-TEX Corporation, 245 Pearl St., N. W., Grand Rapids 2, Mich.

**BELTS, BELTING AND TAPE**

- 1 Belt Dressing
- 2 Cord Rubber (Slug Cast.)
- 3 Fabricated
- 4 Leather
- 5 Mechanical
- 6 Tape, Feeder, Folder and Delivery
- 7 Vee

1 2 3 4 5 6 7  
 ARBEKA Webbing Company, 1151 Roosevelt Ave., Pawtucket, R. I.  
 3 6  
 BEALL, Jack, Vertical Service, 641 S. Dearborn St., Chicago 5, Ill.  
 BROWN, Arthur S., Mfg. Co., Tilton, N. H.  
 CLIPPER Belt Lacer Co., 974 Front Ave., N. W., Grand Rapids 2, Mich.  
 CORKPAK Company, The, 45 South St., Mt. Vernon, N. Y.  
 4 5 6  
 DAVEY Company, 164 Laidlaw Ave., Jersey City 8, N. J.  
 ★DAYTON Rubber Mfg. Co., 2380 W. Riverview Ave., Dayton 1, Ohio  
 5 7  
 GILMER, L. H., Co., Div. United States Rubber Co., Tacony, Philadelphia 35, Pa.  
 3 7  
 GOODRICH, B. F., Co., 434 S. Main St., Akron 18, Ohio  
 1 2 7  
 HOPE Webbing Co., Pawtucket, R. I.  
 6  
 LINK-BELT Company, 220 S. Belmont Ave., Indianapolis 6, Ind.  
 5  
 MANHATTAN Rubber Mfg. Div. of Raybestos-Manhattan, Inc., Passaic, N. J.  
 2 5  
 ORCHARD, R. N., 633 W. Larned St., Detroit 26, Mich.  
 6  
 PECK, James I., 47 High St., West Orange, N. J.  
 1 2  
 RANVILLE, F., Co., 241 Pearl St., Grand Rapids 2, Mich.  
 1 3 4 5 6 7  
 RAYBESTOS-Manhattan, Inc., 61 Willett St., Passaic, N. J.  
 1 3 7  
 RELIABLE Printing Equipment Co., The, Erie Bldg., Cleveland 19, Ohio  
 2 6  
 RHOADS, J. E., & Sons, 35 N. Sixth St., Philadelphia 6, Pa.  
 1 4  
 ROCKWOOD Mfg. Co., 1801 English Ave., Indianapolis 6, Ind.  
 1 2 7  
 RUSSEL Mfg. Co., Middletown, Conn.  
 3 6  
 TON-TEX Corp., 247 Pearl St., N. W., Grand Rapids 2, Mich.  
 1 6 7

1 2 3 4 5 6 7  
 UNITED States Rubber Co., 1230 Sixth Avenue, New York 20, N. Y.  
 2 3 5 6 7  
 VICTOR Balata & Textile Belting Co., 25th St., Easton, Pa.  
 3 6

**BELT, RUNNING, TENSION CONTROL**

WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

**BENDERS AND CUTTERS, STEEL RULE**

(see Rule, Steel, Benders and Cutters)

**BENDING MACHINE, PLASTIC PLATES**

STEREOTEX Machinery Co., Box 167, 322 Main St., Stamford, Conn.

**BENDING MACHINES, PLATE**

★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.  
 ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.  
 OSTRANDER-Seymour Co., 4926 W. Lake St., Chicago 24, Ill.  
 S. & W. Machine Co., 414 E. Pearl St., Cincinnati 2, Ohio  
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

**BEVELING MACHINES, PLATE**

ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.  
 LOYD, John, Co., 87 Walker St., New York 13, N. Y.  
 ROYLE, John, & Sons, 10 Essex St., Paterson 3, N. J.  
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

**BILLING MACHINES AND SUPPLIES**

UNDERWOOD Elliott Fisher Co., 1 Park Ave., New York 16, N. Y.

**BINDERS FOR NEWSPAPERS**

ELBE File & Binder Co., 649 Alden St., Fall River, Mass.  
 ★HAMILTON Mfg. Co., Two Rivers, Wis.  
 ★ROUSE, H. B., Co., 2214 N. Wayne Ave., Chicago 14, Ill.  
 THOMPSON Cabinet Co., Ludington, Mich.

**BINDING, MECHANICAL, MACHINERY**

FLEX-O-COIL Products Co., 847 W. Washington Blvd., Los Angeles 15, Cal.  
 GENERAL Binding Corporation, 812 W. Belmont Ave., Chicago 14, Ill.  
 KAMKET Corporation, 401 Broadway, New York 7, N. Y.  
 ★NYGREN-DAHLY Co., 218 N. Jefferson St., Chicago 6, Ill.  
 PLASTIC Binding Corp., 732 Sherman St., Chicago 5, Ill.  
 SLOVES Mechanical Binding Corp., 121 Varick St., New York 14, N. Y.  
 SPIRAL Binding Company, 406 W. 31st St., New York 1, N. Y.  
 SWING-O-RING Inc., 314 Dean St., Brooklyn, N. Y.  
 TRUSSEL Mfg. Co., 200 Cottage St., Poughkeepsie, N. Y.

**BLACKLEADING MACHINES, ELECTROTYPERS**

HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.

**BLADES**

- 1 Bookbinders Shears and Blades
- 2 Doctor, Grature
- 3 Film and Print Trimmers and Blades
- 4 Folder
- 5 Fountain
- 6 Perforator

1 2 3 4 5 6  
 ATKINS, E. C., & Co., 402 S. Illinois St., Indianapolis 9, Ind.  
 1 2 6  
 AUTOMATIC Saw Sharpening Co., 735 E. Ohio St., Indianapolis 2, Ind.  
 1 2  
 CHAPMAN Knives and Saws, Inc., 504 S. Broadway, St. Louis 2, Mo.  
 1 2  
 COES, Loring, Co., 72 Coes St., Worcester 3, Mass.  
 1 2 3 4 5 6  
 DAVIDSON Perforator Co., P. O. Box 1235, New Haven 5, Conn.  
 6  
 DETROIT Edge Tool Co., 3425 Wight St., Detroit 7, Mich.  
 1  
 DISSTON, Henry, & Sons, Inc., Tacony, Philadelphia 35, Pa.  
 1 2 4 5  
 DURBROW & Hearne, 12 Wooster St., New York 13, N. Y.  
 1

1 2 3 4 5 6  
 HELMOLD, J. F., & Bro., Inc., 1462 Shakespeare Ave., Chicago 14, Ill.

6  
 HICKOK, W. O., Mfg. Co., Harrisburg, Pa.  
 1  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.

2  
 ★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

JACQUES, John, & Son, 93 Webster St., Worcester, 3, Mass.

1  
 LOYD, John, Co., 87 Walker St., New York 13, N. Y.

1 2 3 4 5 6  
 RALYA Saw Corporation, 109 W. Second St., Cincinnati 12, Ohio

1  
 ROBERTSON, R. R., 400 W. Madison St., Chicago 6, Ill.

3  
 ROBINSON, John T., Co., 1476 River St., Boston 36, Mass.

1 2  
 SHAWVER Co., The, 21 W. Pleasant St., Springfield, Ohio

1  
 ★SIMMONDS Saw & Steel Co., 470 Main St., Fitchburg, Mass.

1 2 3 4 5  
 SIMMONDS, Worden, White Co., 607 Negley Pl., Dayton 7, Ohio

1 2 3 4 5  
 SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.

1  
 STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

TABER Instrument Co., North Tonawanda, N. Y.

2  
 WAPAKONETA Machine Co., The, Wapakoneta, Ohio

2  
 UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.

**BLANKETS, PRESS**

- 1 Gravure
- 2 Letterpress
- 3 Offset-Litho

1 2 3  
 ACME Press Blanket Co., 160 N. Wells St., Chicago 6, Ill.  
 1 2 3  
 BEST, Edward H., & Co., 224 Purchase St., Boston 10, Mass.  
 2  
 BROWN Coating Equipment Co., 17532 Wisconsin St., Detroit 21, Mich.  
 1  
 CALIFORNIA Ink Co., The, 545 Sansome St., San Francisco 11, Cal.  
 1 2 3  
 CARMICHAEL Blanket Co., 168 Forsythe St., S. W., Atlanta 3, Ga.  
 2  
 CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.  
 CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
 1 2 3  
 CRONITE Co., The, 35 Park Pl., New York 7, N. Y.  
 1  
 ★DOUTHITT Corporation, The, 650 W. Baltimore Ave., Detroit 2, Mich.  
 3  
 DUPLEX Printing Press Co., Battle Creek, Mich.  
 3  
 FOTOPATE Co., 32 Oxford St., Newark 3, N. J.  
 3  
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 3  
 GOODRICH, B. F., Rubber Co., 500 S. Main St., Akron 18, Ohio  
 1 2 3  
 GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio  
 2 3  
 GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
 2  
 HOE, R., & Co., 910 E. 138th St., New York 54, N. Y.  
 1 2 3  
 HOUSE, Chas. W., & Sons, Inc., 505 Fifth Ave., New York 17, N. Y.  
 2  
 ★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.  
 1 2 3  
 ★INTERNATIONAL Printing Ink Corp., Empire State Bldg., New York 1, N. Y.  
 2 3  
 LITHOMAT Corp., 58 Charles St., Cambridge, Mass.  
 3  
 MCKINLEY Litho Supply Co., 1623 John St., Cincinnati 14, Ohio  
 3  
 NILES & Nelson, Inc., 75 West St., New York 6, N. Y.  
 2  
 RAPID Roller Co., 2558 S. Federal St., Chicago 16, Ill.  
 1 2 3  
 ★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.  
 3

1 2 3  
ROBERTSON, R. R., 400 W. Madison St., Chicago 6, Ill.  
1 2 3  
★SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J.  
2 3  
SENEFELDER Company, The, 32 Greene St., New York 13, N. Y.  
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N. Y.  
3  
STA-HI Corporation, 1020 Crocker St., Los Angeles 21, Cal.  
2  
TINGUE, Brown & Co., 114 E. 23d St., New York 10, N. Y.  
2  
UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.  
2 3  
VULCAN Proofing Co., 1st Ave., & 58th St., Brooklyn 20, N. Y.

### BLANKETS, ROLLER EMBOSSEING MACHINE

HOUSE, Chas. W., & Sons, Inc., 505 Fifth Ave., New York 17, N. Y.

### BLANKETS, ROLLER VARNISHING MACHINE

CORKPAK Company, 45 South St., Mt. Vernon, N. Y.

### BLANKETS, STEREOTYPE MOLDING

1 Cork  
2 Fabric  
3 Fibre  
4 Rubber  
5 Rubber Creeper  
1 2 3 4 5  
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.  
1 2 3 4 5  
BEST, Edward H., & Co., Box 1752, Boston 10, Mass.  
2  
CORKPAK Co., Inc., 45 South St., Mt. Vernon, N. Y.  
3 4  
DUPLIX Printing Press Co., Battle Creek, Mich.  
2  
GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio  
4  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.  
1 2 3 4 5  
HOUSE, Chas. W., & Sons, Inc., 505 5th Ave., New York 17, N. Y.  
2  
★NOLAN Corporation, 1333 E. Dominick St., Rome, N. Y.  
1 2 3 4 5  
RUSSEL Products Co., 702 Harrison Bldg., Philadelphia 2, Pa.  
1 2 3 4 5  
STA-HI Corporation, 1020 Crocker St., Los Angeles 21, Cal.  
1 2 3 4 5  
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.  
3  
UNITED States Rubber Co., Inc., 1230 Sixth Ave., New York 20, N. Y.

### BLANKET WASH, OFFSET-LITHO

ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.  
BRADEN Suptin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
BRAZNEILL Co., 2227 Walnut St., St. Louis 3, Mo.  
DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5, Ill.  
GREAT Western Printing Ink Co., 409 W. Sixth St., Portland 9, Ore.  
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.  
PECK, James I. (Reg.), 47 High St., West Orange, N. J.  
RAPID Roller Company, 2558 S. Federal St., Chicago 16, Ill.  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.  
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

### BLOWERS, CLEANING, PORTABLE

AMERICAN Blower Corp., 8111 Tireman St., Detroit 32, Mich.  
BREUER Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.  
CLEMENTS Mfg. Co., 6671 S. Narragansett Ave., Chicago 38, Ill.  
GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.  
IDEAL Industries, Inc., 5069 Park Ave., Sycamore, Ill.  
★PAASCHE Airbrush Co., 1911 Diversey Parkway, Chicago 14, Ill.  
STURTEVANT, B. F. Co., Div. Westinghouse Electric, 18 Damon St., Boston 36, Mass.

### BLUE PRINT POWDER

★LAWSON, E. P. Co., Inc., 426 W. 33d St., New York 1, N. Y.  
METZGER, Alfred E., 30 Irving Place, New York 3, N. Y.

### BOARD, CARD, BEVELLERS

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
CRAWLEY Book Machinery Co., 328 Keturah St., Newport, Ky.  
DURBROW & Hearne, 12 Wooster St., New York 13, N. Y.  
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

### BOARD CUTTERS, ROTARY

ROBINSON, John T., Co., 1476 River St., Boston 36, Mass.  
SOUTH Wabash Engineering Co., 2937 S. Wabash Ave., Chicago 16, Ill.  
SWIFT, Geo. W., Jr., Inc., Bordentown, N. J.

### BOILERS, STEREOTYPERS'

HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.  
INTERNATIONAL Engineering Works, Inc., Waverly St., Framingham, Mass.

### BOOK COVERING MACHINES

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.  
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

### BOOK COVER ROUND CORNER TURNING-IN MACHINES

PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

### BOOK OVERSEWING MACHINES

OVERSEWING Machine Co., 368 Congress St., Boston 10, Mass.

### BOOK SANDERS

OVERSEWING Machine Co., 368 Congress St., Boston 10, Mass.

### BOOK SMASHER, COMPRESSOR

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
BERRY Machine Co., 716 N. First St., St. Louis 2, Mo.  
HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio  
HOLLINGSWORTH, William, Machine Co., 227 Holiday St., Baltimore 2, Md.  
★LAWSON, E. P. Co., Inc., 426 W. 33d St., New York 1, N. Y.  
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.  
STANDARD Machinery Co., Mystic, Conn.

### BOOK TRIMMING GUIDES

★CHALLENGE Machinery Co., Grand Haven, Mich.

### BOOKBINDERS MACHINERY

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, Ill.  
★CHALLENGE Machinery Co., Grand Haven, Mich.  
CRAWLEY Book Machinery Co., Inc., 328 Keturah St., Newport, Ky.  
FULLER, E. C., Co., Inc., 28 Reade St., New York 7, N. Y.  
GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7, Ill.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio  
HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore, Md.  
★LAWSON, E. P. Co., Inc., 426 W. 33d St., New York 1, N. Y.  
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.  
MULLER, Chas. A., Co., 153 Lafayette St., New York 13, N. Y.  
★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago 26, Ill.  
PEERLESS Roll Leaf Co., 4511 New York Ave., Union City, N. J.  
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.  
ROBINSON, John T., Co., 1476 River St., Boston 36, Mass.  
★ROSBACK, F. P. Co., Benton Harbor, Mich.  
SHERIDAN, T. W. & C. B., Co., Inc., 135 Lafayette St., New York 13, N. Y.  
SLADE, Hipp & Meloy, Inc., 119 W. Lake St., Chicago 1, Ill.  
SMYTH Manufacturing Co., 9 Sigourney St., Hartford, Conn.  
STANDARD Machinery Co., 12 Water St., Mystic, Conn.  
STOLP-GORE Company, Inc., 123 S. Jefferson St., Chicago 6, Ill.

### BOOKBINDERS SUPPLIES

1 Banding  
2 Cloth  
3 Leather and Imitations  
4 Tape  
5 Thread and Twine  
1 2 3 4 5  
ACCO Products, Inc., 39-08 24th St., L. I. City 1, N. Y.  
★AIGNER, G. J., Co., 503 S. Jefferson St., Chicago 7, Ill.  
2  
CARPENTER, L. E., Co., Inc., 444 Frelinghuysen Ave., Newark 5, N. J.  
2 3  
CATTY-FRANZ Ealer, H. D., Corp., 161 Sixth Ave., New York 13, N. Y.  
2  
COATED Textile Mills, Inc., Columbus & York Aves., Pawtucket, R. I.  
3  
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
1 2 3 4  
DU PONT, E. I., de Nemours & Co., Fabricoid Div., Newburgh, N. Y.  
3  
GANE Brothers & Lane, Inc., 1335 W. Lake St., Chicago 6, Ill.  
2  
GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio  
3  
GRIFFIN, Campbell, Hayes, Walsh, 48 E. 21st St., New York 10, N. Y.  
1 2 3 4 5  
GUMMED Tape & Devices Co., 1318 60th St., Brooklyn 19, N. Y.  
4  
HARTFORD Textile Co., 1441 Broadway, New York 18, N. Y.  
3  
HERWARD Fabrics Co., Walpole, Mass.  
2 3  
HOLLISTON Mills, Inc., Norwood, Mass.  
2  
HOPE Webbing Co., Pawtucket, R. I.  
1  
INTERLAKEN Mills, Fiskville, R. I.  
2  
LATEX Fiber Industries, Beaver Falls, N. Y.  
3  
MC LAUGHLIN, Wm. J., & Co., 913 Filbert St., Philadelphia 7, Pa.  
2  
★MC LAURIN-JONES Co., Brookfield, Mass.  
5  
MARSHALL, Son & Wheelock, Inc., 82 Lincoln St., Boston, Mass.  
5  
MEYER, John C., Thread Co., 1449 Middlesex St., Lowell, Mass.  
5  
MID-STATES Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.  
5  
RELIABLE Textile Company, 216 W. Adams St., Chicago 6, Ill.  
2 5  
SHOEMAKER, J. L., & Co., 15 S. Sixth St., Philadelphia 6, Pa.  
3 5  
SLADE, Hipp & Meloy, Inc., 119 W. Lake St., Chicago 1  
3  
SPRINGFIELD Coated Paper Corp., Camden, N. J.  
3  
ZAPON-Kerastol, Div. Atlas Powder Company, Stamford, Conn.  
2 3

### BOOKBINDING SERVICES

1 Binding, Mechanical  
2 Covers, All Kinds  
3 Edition  
4 Eyeletting  
5 Indexing  
6 Mounting; Finishing  
7 Perforating  
8 Punching, Drilling  
1 2 3 4 5 6 7 8  
ARVEY Corporation, 3642 N. Kimball Ave., Chicago 18, Ill.  
6  
★BROCK & Rankin, 619 S. LaSalle St., Chicago 3, Ill.  
1 2 3  
BURKHARDT Co., 547 W. Larned St., Detroit 26  
1 2 3 4 5 7 8  
★ENGDAHL Bindery, Inc., 1056 W. Van Buren St., Chicago 7, Ill.  
3  
FREEDMAN Die Cutters, Inc., 12 W. 20th St., New York 11, N. Y.  
4 5 6  
GOAT, Fred, Co., Inc., 314 Dean St., Brooklyn, N. Y.  
GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16, Ill.  
6  
NATIONAL Blank Book Co., Holyoke, Mass.  
1 2  
SLOVES Mechanical Binding Co., 121 Varick St., New York 13, N. Y.  
1 2 3 6 7 8  
SWING-O-RING, Inc., 314 Dean St., Brooklyn 17, N. Y.  
★WILDER Index Co., 328 S. Jefferson St., Chicago 6, Ill.  
1 4 5 7 8

**BORDERING, SHEET, AND STENCIL SHEET DECORATING EQUIPMENT**

KELLOGG, Div. American Brake Shoe Co., 99 Humboldt St., Rochester 9, N. Y.  
 MARSH Stencil Machine Co., 707 E. B St., Belleville, Ill.  
 OLSEN Mark Corporation, 124 White St., New York  
 ★PAASCHE Airbrush Co., 1911 Diversey Parkway, Chicago 14, Ill.

**BORING, PLATE, MACHINES**

(see Plate Shaving and Trimming Machines)

**BOX AND CARTON MAKING MACHINERY, SET-UP AND FOLDING**

- 1 Box Dosing Machines
- 2 Box Collapsing Machines
- 3 Box Making (Set-Up) Machines
- 4 Carton Forming, Lining, Filling, Folding, Closing, and Sealing Machines
- 5 Case Printing Machines
- 6 Case Sealing, Glue, Machines
- 7 Case Sealing, Gummed Tape Machines

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

★BECK, Charles, Machine Co., 414 N. 13th St., Philadelphia 8, Pa.

BETTER Packages, Inc., Shelton, Conn.

BOSTICH, Westerly, R. I.

CHICAGO Box Machine Works, 1810 W. Grand Ave., Chicago 22, Ill.

★DEXTER Folder Co., Pearl River, N. Y.

GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24, Pa.

GUMMED Tape & Devices Co., 1318 60th St., Brooklyn 19, N. Y.

★HARRIS-Seibold Co., 4510 E. 71st St., Cleveland 5

HELLER Company, 2135 Superior Ave., Cleveland 14

HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.

HOOPER, F. X., Co., Inc., Glen Arm, Md.

INMAN Manufacturing Co., Amsterdam, N. Y.

INTERNATIONAL Paper Box Machine Co., The, Nashua, N. Y.

INTERSTATE Folding Box Co., Middletown, Ohio

KIEFER, Karl, Machine Co., The, 919 Martin St., Cincinnati 2, Ohio

KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4, N. Y.

LANGSTON, Samuel M., Co., Camden, N. J.

LIEBENOW, J. Gus, 608 S. Dearborn St., Chicago 3, Ill.

MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.

NASHUA Gummed & Coated Paper Co., Nashua, N. H.

NASHUA Package Sealing Co., Inc., Nashua, N. H.

NATIONAL Metal Edge Box Co., 334 N. 12th St., Philadelphia, Pa.

NEW JERSEY Machine Corp., 1800 Willow Ave., Hoboken, N. J.

PAPER Converting Machine Co., 601 Harvey St., Green Bay, Wis.

PARRY, Samuel R., Machine Co., 224 Mill St., Rochester 4, N. Y.

POTDEVIN Machine Co., 1221 38th St., Brooklyn 18, N. Y.

REDINGTON Company, F. B., 112 S. Sangamon St., Chicago 7, Ill.

REXFORD Paper Company, 1715 W. Canal St., Milwaukee 3, Wis.

ROBINSON, John T., Co., 1476 River St., Hyde Park, Mass.

ROSS, A. H., Company, Ludlow, Ky.

SEAL, Inc., Shelton, Conn.

SHERIDAN, T. W. & C. B., Co., 153 Lafayette St., New York 13, N. Y.

SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 30, Mass.

STANDARD Machinery Co., The, Mystic, Conn.

1 2 3 4 5 6 7  
 STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, 4, Minn.

STOKES & Smith Co., Frankford, Philadelphia 24, Pa.

WILSEA Works, 371 St. Paul Ave., Rochester 5, N. Y.

YOUNG Engineering Co., 2741 Janssen Ave., Chicago 14, Ill.

**BOXES, CARDBOARD, FOR STATIONERY AND PRINTED FORMS**

BARGER Box Co., W. Beardsley Ave., Elkhart, Ind.

**BRAKES, PRESS**

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

★BRANDTJEN & Kluge, Inc., Como at Gaultier St., St. Paul 3, Minn.

★CHANDLER & Price Co., The, 6000 Carnegie Ave., Cleveland 3, Ohio

CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.

GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.

MARGACH Mfg. Co., 82 Beekman St., New York 7

MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

STEPHENS, Sam'l., & Wickersham Quoin Co., 174 High St., Boston 10, Mass.

**BRAYERS**

★IDEAL Roller & Mfg. Co., 2312 W. 24th St., Chicago 8, Ill.

MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, Ill.

NATIONAL Roller Company, 307 Pearl St. New York 7, N. Y.

NORTHWEST Type Foundry, 507 S. Fourth St., Minneapolis 13, Minn.

PAVYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 31, Ill.

**BROACHING MACHINES AND RULES, TABULAR SYSTEMS**

STEVENSON, Ashton G., Ponce de Leon, Fla.

★UNIVERSAL Mono-Tabular Corp., 418 N. St. Paul St., Dallas 1, Tex.

**BRONZE POWDER (see Foil and Leaf)****BRONZING MACHINES**

CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.

★DEXTER Folder Company, Pearl River, N. Y.

HENSCHER, C. B., Mfg. Co., 229 W. Mineral St., Milwaukee 4, Wis.

HOLLINGSWORTH, Wm., 227 N. Holliday St., Baltimore 2, Md.

MEISEL Press Mfg. Co., Inc., 944 Dorchester Ave., Boston 23, Mass.

★NEW ERA Mfg. Co., Inc., 375 11th Ave., Paterson 4, N. J.

★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

**BRUSHES, BASE CLEANING**

PRINTING Machinery Co., 435 Commercial Square, Cincinnati 2, Ohio

**BUNDLING DEVICES FOR NEWSPAPERS**

TIE Company, Unadilla, N. Y.

**BURNERS, GAS, ELECTROTYPERS' AND STEREOTYPERS' FURNACES**

HOE, R., & Co., 910 E. 138th St., New York 54, N. Y.

**BURNISHERS, BOOKBINDERS' AND PHOTOENGRAVERS' (see Tools)****FOREIGN SUBSCRIPTION RATES**

THE INLAND PRINTER announces the following new rates on Pan-American and foreign subscriptions: Pan-American, 1 year, \$6; 2 years, \$10; 3 years, \$15. Foreign subscriptions are \$10 for one year; no two-year subscription rate; \$20 for three years.

**BURNING-IN STOVES (OVENS), PHOTOENGRAVERS'**

CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.

★DOUTHITT Corporation, The, 630 W. Baltimore Ave., Detroit 2, Mich.

ELECTRO-MATIC Engraving Co., 10 W. Kinzie St., Chicago 10, Ill.

FOSTORIA Pressed Steel Corp., Fostoria, Ohio

MASTER Etching Machine Co., Inc., 127 Greenwood Ave., Wyncote, Pa.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

**CABINETS, CASES, RACKS**

- 1 Cabinets, Galley
- 2 Cabinets, Matrix (Type)
- 3 Cabinets, Operators
- 4 Cabinets, Page Storage
- 5 Cabinets, Pressroom, Ink
- 6 Cabinets, Storage
- 7 Cabinets, Strip Rule
- 8 Cabinets, Tool
- 9 Cases, Type
- 10 Chairs, Seats, Stools
- 11 Desks
- 12 Racks, Chase
- 13 Racks, Drying
- 14 Racks, Magazine, Type
- 15 Racks, Press Roller

1 2 3 4 5 6 7 8 9 10 11  
 ACME Printing Appliance Co., The, 333 S. Clinton St., Chicago, Ill.

ALLIED Steel Equipment Co., Lapeer, Mich.

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.

ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.

ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich.

BERGER Mfg. Co., Division Republic Steel Corp., Canton 3, Ohio

★CHALLENGE Machinery Co., Grand Haven, Mich.

EQUIPTO, Div. Aurora Ept. Co., Aurora, Ill.

GLOBE-Wernicke Co., The, Ross and Carthage Ave., Norwood, Ohio

★HAMILTON Mfg. Co., Two Rivers, Wis.

1 2 3 4 5 6 7 8 9  
 HOBART Cabinet Co., Troy, Ohio

INTERNATIONAL Engineering Works, Inc., Waverly St., Framingham, Mass.

★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.

LUDWIG-Duell Co., 30 Beckman St., New York 7

LYON Metal Products, Inc., 1134 Madison, Aurora, Ill.

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.

★MORGAN & Wilcox Mfg. Co., Middletown, N. Y.

REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago 7, Ill.

★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

RULEX Type Corp., 549 S. Wells St., Chicago 5, Ill.

STA-HI Corporation, 1020 Crocker St., Los Angeles 21

THOMPSON Cabinet Company, Box 286, Ludington, Mich.

1 2 6  
 THOMPSON Type Founders, 1414 S. Harwood, Dallas 1, Texas.

**CALENDAR PADS**

COLUMBIAN Art Works, 1036 W. Juneau Ave., Milwaukee 3, Wis.

ECONOMY Novelty & Printing Co., 224 W. 39th St., New York 18, N. Y.

GLOBE Art Calendar Co., 3909 Martin St., Detroit 10

GOES Lithographing Co., 42 W. 61st St., Chicago, Ill.

★HOOVER, Joseph, & Sons, Market & 49th St., Philadelphia, Pa.

KETERLINUS Litho. Mfg. Co., Fourth & Arch Sts., Philadelphia 1, Pa.

SULLIVAN Printing Works, 1065 Gilbert Ave., Cincinnati, Ohio

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

## CALENDAR PUNCHING AND STRINGING MACHINES

FULLER, E. C., Co., 28 Reade St., New York 7, N. Y.  
SMYTH Mfg. Co., Inc., The, 9 Sigourney St., Hartford 6, Conn.

## CALENDAR SLIDES MACHINES (see Tin Edging and Mounting Machines)

### CAMERAS

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.  
ANSCO, 40 Charles St., Binghamton, N. Y.  
AURORA School of Photoengraving, Aurora, Mo.  
CHEMCO Photoproducts Co., 230 W. 41st St., New York 18, N. Y.  
★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
EASTMAN Kodak Company, 343 State St., Rochester 4, N. Y.  
GELB, Joseph, Co., 12 E. 32nd St., New York, N. Y.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio  
★HUEBNER Laboratories, 305 E. 46th St., New York 17, N. Y.  
★LANSTON Monotype Machine Co., Twenty-fourth at Locust, Philadelphia 3, Pa.  
LEVY, Max, & Co., Wayne Ave. & Berkley St., Philadelphia 44, Pa.  
ROBERTSON, R. R., 400 W. Madison St., Chicago 6  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
UNITED Camera Co., Inc., 1315 Belmont Ave., Chicago 13, Ill.  
VALETTE Products, 215 W. Ohio St., Chicago, Ill.

### CAMERA FLASHING LAMPS

FOSTORIA Pressed Steel Corp., Fostoria, Ohio

## CAMERAS, FOUR COLORS, ONE SHOT, ONE PLATE

HUEBNER Laboratories, 305 E. 46th St., New York 17

### CANS, SAFETY

- 1 Inflammable Liquids
- 2 Oily Waste or Wipers

- 1 2

AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.  
★ANGLE Steel Stool Company, 309 W. Oak St., Plainwell, Mich.  
DIENER, Geo. W., Mfg. Co., 400 N. Monticello, Chicago 8, Ill.  
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
JUSTRITE Mfg. Co., 2061 Southport Ave., Chicago 14  
★METZGER, Alfred E., 30 Irving Place, New York 3, N. Y.  
★PROCTOSEAL Co., Inc., 1920 S. Western Ave., Chicago 8, Ill.  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.  
★SMITH, F. X., Co., 952 E. 93rd St., Brooklyn 12, N. Y.

### CAPS, PAPER CUPS, MACHINES

YOUNG Engineering Co., 2741 N. Janssen Ave., Chicago 14, Ill.

### CARBON INTERLEAVING EQUIPMENT

ALTAIR Machinery Corp., 55 Vandam St., New York  
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio  
★NEW Era Mfg. Co., 375 11th Ave., Paterson 4, N. J.

### CARBON PAPER

AMERICAN Register Co., 565 W. Washington St., Chicago 6, Ill.  
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio  
★PHILIP Hano Co., Inc., 85 Sargeant St., Holyoke, Mass.  
UNDERWOOD Elliott Fisher Co., 1 Park Ave., New York 16, N. Y.

### CARBON-PROCESSING MACHINES

★NEW Era Mfg. Co., 375 11th Ave., Paterson 4, N. J.  
HAIDA Engineering Co., 3411 Vernon Blvd., Long Island City 1, N. Y.  
★ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.

### CARBON TISSUE

NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.  
NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10, Ill.  
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

## CARBON TISSUE LAYDOWN TRANSFER MACHINES

MOTTER'S, George F., Sons, 132 S. Pershing Ave., York, Pa.

### CARBONS, ARC LAMP

★DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.  
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

### CARD, INDEX, CUTTING MACHINES

YOUNG Engineering Co., 2741 Janssen Ave., Chicago 14, Ill.

### CASE, BOOK, MACHINES

- 1 Case Back Forming
- 2 Case Bending
- 3 Case Feeding
- 4 Case Making
- 5 Case Back Smoothing

- 1 2 3 4 5

CRAWLEY Book Machinery Co., Newport, Ky.  
★MEYERS, L. W., Co., 1828 Milwaukee Ave., Chicago 47  
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.  
★SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.  
★SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.  
★STOLP-Gore, Inc., 710 W. Jackson Blvd., Chicago, Ill.

### CASING-IN MACHINES, BOOK

SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

## CASTERS, LEAD AND RULE (see Composing Machines and Supplies)

### CASTERS, STEREOTYPE METAL INGOTS

★HOE, R., & Co., 910 E. 138th St., New York 54, N. Y.  
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.

### CASTERS (Wheels) (see Trucks)

### CASTING BOXES, STEREOTYPERS'

- 1 Curved Plate
- 2 Flat Plate
- 3 Vacuum

- 1 2 3

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.  
★CURLE Mfg. Corp., 500 Sansome St., San Francisco  
★DUPLEX Printing Press Co., Battle Creek, Mich.  
★GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
★HAMMOND Machinery Builders, Inc. 1604 Douglas Ave., Kalamazoo 54, Mich.  
★HESS & Barker, 212-22 S. Darien St., Philadelphia 7  
★HAMILTON Tool Co., The, 9th & Hanover Sts., Hamilton, Ohio  
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★MISSOURI-Central Type Foundry, 703 E. Murdock Ave., Wichita, Kansas  
★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.  
★NORTHWEST Type Foundry, 507 S. 4th St., Minneapolis 15, Minn.  
★SCOTT, Walter, & Co., Inc., 325 South Ave., Plainfield, N. J.  
★SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.  
★STA-HI Corp., 1020 Crocker St., Los Angeles 21, Cal.  
★STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.  
★WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.  
★WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

### CASTING MACHINES, STEREOTYPE

★DUPLEX Printing Press Co., Battle Creek, Mich.  
★GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.

★HAMMOND Machinery Builders, Inc., 1604 Douglas Ave., Kalamazoo 54, Mich.  
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★SCOTT, Walter, & Co., Inc., 325 South Ave., Plainfield, N. J.  
★STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.  
★WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

## CATALOGUE AND MAGAZINE COVERING MACHINES

PLEGER, John J., Co., 613 W. 16th St., Chicago 16  
★SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.

### CELLULOID TABBING MACHINES

★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago 6

### CELLULOSE SHEET PROTECTORS

★AIGNER, G. J., Co., 503 S. Jefferson St., Chicago 7  
★MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10

### CELLULOSE V SHEET HOLDERS

★AIGNER, G. J., Co., 503 S. Jefferson, Chicago 7, Ill.

### CHALK PLATE STEREOTYPE PROCESS

HOKE Engraving Plate Co., 1024 Park Ave., St. Louis 4

### CHASES

★AMERICAN Steel Chase Co., 31 48th Ave., Long Island City 1, N. Y.  
★BLATCHFORD, E. W., Co., 63 Park Row, New York 7  
★GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.  
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★MISSOURI-Central Type Foundry, 703 E. Murdock Ave., Wichita 5, Kan.  
★OVERSEWING Machine Co., 368 Congress St., Boston, Mass.  
★PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio  
★SANDBLOM Steel Chase Co., 426 S. Clinton St., Chicago 7, Ill.  
★SPEEDY Machinery Co., 1477 S. W. 3rd St., Miami 35  
★WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

### CHEMICALS

- 1 Electrotyping
- 2 Gravure
- 3 Offset-Litho
- 4 Photo-engraving

- 1 2 3 4

★BRADEN-Suphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47, Ill.  
★CHEMCO Photoproducts Co., 230 W. 41st St., New York 18, N. Y.  
★CRONITE Co., 35 Park Pl., New York 7, N. Y.  
★DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.  
★DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.  
★DIVISION Lead Co., 836 W. Kinzie St., Chicago 22  
★DOM, G. C. Supply Co., 125 E. Pearl St., Cincinnati 2  
★DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
★DU PONT, E. I. de Nemours & Co., Inc., Wilmington, Del.  
★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
★FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.  
★FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.  
★HALOID Co., 6 Haloid St., Rochester 3, N. Y.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
★HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11  
★HUNT, Philip A., Co., 233 Russell St., Brooklyn, N. Y.  
★INTERNATIONAL Printing Ink, 350 Fifth Ave., New York 1, N. Y.  
★LAMOTTE Chemical Products Co., Towson 4, Baltimore, Md.  
★LePAGE'S, Inc., 144 Essex Ave., Gloucester, Mass.  
★LITHO Chemical & Supply Co., 63 Park Row, New York 7, N. Y.

1 2 3 4  
LITHO Equipment & Supply Co., 216 W. Ohio St., Chicago 10, Ill.  
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.  
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo.  
MERCK & Co., Inc., Rahway, N. J.  
MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11  
METZGER, Alfred E., 30 Irving Place, New York 3  
★MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.  
MOORE Laboratories, 70 W. Montcalm, Detroit 1  
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6  
PITMAN, Harold M., Co., 51st Ave., & 33rd St., Chicago 50, Ill.  
★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.  
ROGERS Isinglass & Glue Co., 219 Eastern Ave., Gloucester, Mass.  
SENEFELDER Co., Inc., 32 Greene St., New York 13  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.  
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.  
UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.

### CHUCKS (Non-returnable cores) PAPER ROLL

STA-HI Corp., 1020 Crocker St., Los Angeles 21, Cal.

### CLEANER, HAND

ANCHOR Core Economy Soap Co., Box 390, Wheaton, Ill.  
BRECK, John H., Inc., 115 Dwight St., Springfield 3, Mass.  
FEDERAL Mining & Mfg. Co., 22 Kearney Ave., Jersey City 4, N. J.

### CLEANER, NUMBERING MACHINE

LINDEN Chemical Products Co., 523 15th St., Des Moines 14, Iowa

### CLEANER, PRINTING PRESS

ANCHOR Chemical Co., 829 Berger St., Brooklyn 16, N. Y.  
CHALMERS Chemical Co., 123 Chestnut St., Newark 5, N. J.  
DIVISION Lead Company, 836 W. Kinzie St., Chicago 22, Ill.  
FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.  
HILL-Hentschel Company, 3928 Clayton Ave., St. Louis 10, Mo.  
MERIX Chemical Company, 712 Wrigley Bldg., Chicago 11, Ill.  
PIERCE & Stevens, Inc., 710 Ohio St., Buffalo 3, N. Y.  
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N. Y.  
SPEED Products Co., 37-18 Northern Blvd., Long Island City 1, N. Y.

### CLEANING OUTFIT FOR PATENT BASE

ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 16, N. Y.  
PRINTING Machinery Co., The, 436 Commercial Square, Cincinnati 2, Ohio  
TROJAN Products Co., Dept. 53 W. Jackson Blvd., Chicago 2, Ill.

### COATING MACHINES (Cylinder-Roller) (Lacquer and Varnish)

CHAMBERS Brothers Co., 52nd and Media Sts., Philadelphia, Pa.  
★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.  
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.  
★DEXTER Folder Co., Pearl River, N. Y.  
★EMBOSSOGRAPH Process Co., Inc., 251 William St., New York, N. Y.  
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.  
HENSCHEL, C. B., & Co., 229 W. Mineral St., Milwaukee, Wis.  
HOHWELER Machinery & Engineering Co., 34 Lincoln Highway, Morrisville, Pa.  
HOLLINGSWORTH, William, Machine Co., 227 Holiday St., Baltimore 2, Md.  
HOOPER, F. X., Glen Co., Arm, Md.  
HUDSON-Sharp Machine Co., Green Bay, Wis.  
INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.  
KIDDER Press Co., Inc., Dover, N. H.

KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4, N. Y.  
NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10, Ill.  
NORWOOD Engineering Co., Florence, Mass.  
POTDEVIN Machine Co., 1226 38th St., Brooklyn 18, N. Y.  
★ROTOGRAVURE Engineering Corp., 299 Marginal St., East Boston 28, Mass.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
WAGNER, Chas., Litho Machinery Co., 51 Park Ave., Hoboken, N. J.  
WALDRON, John, Corp., New Brunswick, N. J.

### COATING MACHINES (Wax and Hot Melt—Thermoplastic)

CONTAINER Equipment Corp., Newark, N. J.  
DOW Chemical Co., Midland, Mich.  
GELMAN Mfg. Co., Rock Island, Ill.  
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City, N. Y.  
HUDSON Sharp Machine Co., Green Bay, Wis.  
INTERNATIONAL Paper Box Machine Co., The, Nashua, N. H.  
KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4, N. Y.  
POTDEVIN Machine Co., 1226 38th St., Brooklyn 18, N. Y.  
RICHARD Machine Co., Battle Creek, Mich.  
★ROTOGRAVURE Engineering Corp., 299 Marginal St., East Boston 28, Mass.  
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.  
WALDRON, John, Corp., New Brunswick, N. J.

### COLLATING AND GATHERING EQUIPMENT

ALTAIR Machinery Corp., 55 Vandam St., New York  
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.  
BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.  
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio  
CHICAGO Machinery Laboratory, 2719 S. Poplar Ave., Chicago 8, Ill.  
CHRISTENSEN Machine Co., The, 100 Fourth St., Racine, Wis.  
★DAVIDSON Manufacturing Corp., 1020 W. Adams St., Chicago 7, Ill.  
★DEXTER Folder Co., Pearl River, N. Y.  
DUDLEY, Kenneth E., Co., Box 806, Hagerstown, Md.  
HAMILTON Tool Co., 9th & Hanover Sts., Hamilton, Ohio  
LOW, John M., & Co., 223 W. Madison St., Chicago 6  
★NEW Era Mfg. Co., 375 Eleventh Ave., Paterson 4, N. J.  
PADDY Machine Co., 610 Atlantic Ave., Boston, Mass.  
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.  
★ROSBACK, F. P., Co., 5th & Park Sts., Benton Harbor, Mich.  
SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.  
★UNIVERSAL Jogger Co., 322 S. Fourth St., Minneapolis 15, Minn.

### COLOR FILTERS

ANSCO, 40 Charles St., Binghamton, N. Y.  
DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.  
DU PONT, E. I. de Nemours Photo Products Dept., 1428 Nemours Bldg., Wilmington 98, Del.  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
GOERZ American Optical Co., C. P., 317 E. 34th St., New York 16, N. Y.  
★LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.  
ROSSCO Laboratories, 367 Hudson Ave., Brooklyn 1

### COLOR SEPARATION PROCESS

EASTMAN Kodak Co., Rochester 4, N. Y.  
★HUEBNER Laboratories, 305 E. 46th St., New York 17, N. Y.  
LONG Engineering Research Co., 1000 Wheatshaf Rd., Linden, N. J.  
MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11

### COLOR SYSTEMS

ALLCOLOR Co., 527 Fifth Ave., New York 17, N. Y.  
ANSCO, 40 Charles St., Binghamton, N. Y.  
AUGUSTINE, Lee, 2934 Linwood Ave., Cincinnati 8  
COLORGRAPH Process Co., 241 E. Illinois St., Chicago 11, Ill.  
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio  
EASTMAN Kodak Co., Rochester 4, N. Y.  
★HUEBNER Laboratories, 305 E. 46th St., New York 17  
MUNSELL Color Co., 10 E. Franklin St., Baltimore, Md.

### COMPOSING MACHINES AND SUPPLIES

1 Casters, Lead, Rule, Strip & Base  
2 Casters, Slug  
3 Cleaners for Matrices  
4 Cleaners for Plungers  
5 Cleaners for Spacers  
6 Cross Rule Machines  
7 Gas Governors  
8 Graphite and Graphited Oils  
9 Keyboards  
10 Matrices  
11 Mold Coolers  
12 Monotype Storage Eqp.

13 Parts and Supplies  
14 Perforators, Keyboard Tape  
15 Saw, Odd-Measure  
16 Slug Shears  
17 Slug Surfacing Machines  
18 Spaceband Polisher  
19 Tabular Systems  
20 Type Casters  
21 Type Setting  
22 Wipers, Mouthpiece  
23 Wipers, Spaceband  
24 Elrod Rule Bench

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24  
AUTOMATIC Saw Sharpening Co., 735 E. Ohio St., Indianapolis 2, Ind.

★BALTIMORE Type & Composition Corp., 15 S. Frederick St., Baltimore, Md.

BOOTH, E. A., Rubber Co., Rockefeller Bldg., Cleveland 13, Ohio

CORK PAK Co., 45 South St., Mt. Vernon, N. Y.

CURL Mfg. Corp., 500 Sansome St., San Francisco, Cal.

DELGASS & Co., 60 E. 42nd St., New York 17, N. Y.

DIXON, Joseph, Crucible Co., Jersey City, N. J.

FULLER Machine Co., 17 Haigh St., Schenectady 4, N. Y.

★HAMMOND Mach. Builders, Inc., 1616 Douglas Ave., Kalamazoo 54, Mich.

IMPRINT Matrix Co., Moravian Falls, N. C.

INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.

★INTERTYPE Corporation, 360 Furman St., Brooklyn 2, N. Y.

L. & W. Service Co., 140 Orange St., Providence, R. I.

★LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
LINOTYPE Parts Co., Weatherly, Pa.

★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
MATRIX Contrast Corp., 2812 Empire State Bldg., New York 1, N. Y.

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 3, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22

★MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.

MOHR Lino-Saw Co., 126 N. Union Ave., Chicago 6

★MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.

MONTGOMERY & Co., 132 N. Main St., Towanda, Pa.

★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.

ROSS-AD Seal, Inc., 738 Lord St., Indianapolis 2, Ind.

★ROUSE, H. B., & Co., 2214 North Wayne Ave., Chicago 14, Ill.

24  
RULEX Type Corp., 549 S. Wells St., Chicago 5, Ill.

21  
STEVENSON, Ashton G., Ponce de Leon, Fla.

19  
SUPERIOR Flake Graphite Co., 33 S. Clark St., Chicago 3, Ill.

8  
★UNIVERSAL Mono-Tabular Corp., 418 N. St. Paul St., Dallas 1, Texas

19  
WELLS & Co., 536 South Clark, Chicago 5, Ill.

19  
WIEBKING Engraving Co., 1133 W. Newport Ave., Chicago 13, Ill.

### COMPOSING AND MAKEUP STICKS

HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

### CONTACT PRINTING MACHINES (See Printing Frames)

## CONTINUOUS DESIGN ROLLERS (Cylinders—Anilin Printing)

AMERICAN Wringer Co., 121 Clinton St., Woonsocket, R. I.  
MATTHEWS, Jas. H., & Co., 3950 Forbes St., Pittsburgh 13, Pa.  
MOSS, Theo., Co., 33 Flatbush Ave., Brooklyn 17, N. Y.

## CONTINUOUS TRIMMERS, BOOK AND MAGAZINE

★DEXTER Folder Co., Pearl River, N. Y.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.  
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

## CONVEYORS (Also see Trucks)

BALDWIN, James L. & Co., 28 S. Clinton St., Chicago 6  
CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
CRONITE Co., 35 Park Pl., New York 7, N. Y.  
CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1  
JAMPOL, The Co., 728 61st St., Brooklyn, N. Y.  
KOHLER Systems Co., The, 400 W. Madison St., Chicago 6, Ill.  
LAMSON, The Co., 250 Lamson St., Syracuse, N. Y.  
LINK-Belt Company, 300 W. Pershing Road, Chicago 9, Ill.  
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.  
RICHARDS-Wilcox Mfg. Co., Aurora, Ill.  
SHAW Box Co., Muskegon, Mich.  
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.  
YALE & Towne Mfg. Co., 4530 Tacony St., Philadelphia, Pa.

## COOLER PRESS (For Straightening Buckled or Warped Zinc Plates)

EDDES Mfg. Co., Plymouth, Mass.

## COOLING TABLES

HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.  
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago, Ill.

## COPPERPLATE PRINTING EQUIPMENT AND SUPPLIES

CRONITE Co., The, 35 Park Pl., New York 7, N. Y.  
GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7  
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.  
SNYDER, W. H., Co., 88 Walker St., New York 13

## COPY FITTING SYSTEMS

(See Gauges and Testing Instruments)

## CORDS AND TASSELS, TYING

HELMUS, G., & Sons, Inc., 648 Broadway, New York 7

## CORRECTING MACHINES, STEREOTYPERS'

PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

## COUNTERS, DATERS, NUMBERING MACHINES AND HEADS

1 Counter and Marker  
2 Counters, Folding Machine  
3 Counters, Paper Pad  
4 Counters, Press  
5 Daters  
6 Numbering Machines  
7 Numbering Machine Cleaners  
8 Paging and Numbering Machines, Bindery  
9 Rotary Numbering Heads

1 2 3 4 5 6 7 8 9  
ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

8 9  
AMERICAN Numbering Machine Co., 224 Shepherd Ave., Brooklyn, N. Y.

5 6 9  
BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.

4  
DURANT Mfg. Co., Inc., 1929 N. Buffum St., Milwaukee 1, Wis.

★FORCE, Wm. A., & Co., Inc., 107 Worth St., New York 13, N. Y.

5 6 7 9  
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.

6 8 9  
HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N. Y.

6 8 9  
MAXSON Automatic Machinery Co., 23 Broad St., Westerly, R. I.

★MCADAMS, John, & Sons, 20 Knight St., Norwalk, Conn.

6 8 9

1 2 3 4 5 6 7 8 9

MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10

★NYGREN-Dahly Co., Inc., 218 N. Jefferson St., Chicago, Ill.

6 8  
PRODUCTION Instrument Co., 704 W. Jackson Blvd., Chicago 6, Ill.

2 4  
REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago 7, Ill.

2 3 4  
★ROBERTS Numbering Machine Co., 694 Jamaica Ave., Brooklyn 8, N. Y.

5 6  
VEEDER-Root, Inc., Sargent & Garden Sts., Hartford 2, Conn.

4 6 9  
★WETTER Numbering Machine Co., Atlantic Ave. & Logan St., Brooklyn 8, N. Y.

## COUPLERS, BELT AND TAPE

CLIPPER Belt Lacer Co., 974 Front Ave., N. W., Grand Rapids 2, Mich.  
CORKPAK Co., Inc., 45 South St., Mt. Vernon, N. Y.  
HOE, R., & Co., 910 E. 138th St., New York 54  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.

## COVERS, ALL KINDS

ACCO Products, Inc., 39-08 24th St., Long Island City 1, N. Y.  
★BROCK & Rankin, 619 S. LaSalle St., Chicago 5, Ill.  
BURKHARDT Co., 347 W. Larned St., Detroit 26  
GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16  
SMITH, S. K., Co., 2857 N. Western Ave., Chicago 18  
SPEED Products Co., 37-18 Northern Blvd., Long Island City 1, N. Y.  
SPRINGFIELD Coated Paper Corp., Camden, N. J.

## CREASING, CRIMPING, SCALLOPING AND SCORING MACHINES

1 Creasing and Scoring  
2 Crimping  
3 Scalloping  
4 Scoring

1 2 3 4  
ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

HOOPER, F. X., Co., Inc., Glen Arm, Md.

1 4  
JACQUES, John, & Son, 93 Webster St., Worcester, Mass.

1 4  
LESTER & Wasley Co., Inc., 282 Franklin St., Norwich, Conn.

1 4  
★NEW Era Mfg. Co., 375 Eleventh Ave., Paterson 4, N. J.

1 4  
★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago

1 4  
OVERSEWING Machine Co., 368 Congress St., Boston, Mass.

1 4  
PLEGER, John J., Co., 609 W. Lake St., Chicago, Ill.

1 4  
POTDEVIN Machine Co., 1221 38th St., Brooklyn, N. Y.

1 4  
ROBINSON, John T., Co., 1476 River St., Hyde Park, Mass.

1 4  
★ROSBACK, F. P., Co., 5th & Park Sts., Benton Harbor, Mich.

1 2 4  
STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.

## CURVED PLATE SHAVERS, PROVERS, REFORMERS, etc.

★COTTRELL, C. B., & Sons, 25 E. 26th St., New York 10, N. Y.  
ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.  
GOSS Printing Press Co., 1535 S. Paulina, Chicago 8  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.  
WESSEL Mfg. Co., 411 Gilligan St., Scranton, 1, Pa.  
WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

## CUT STORAGE FILE

DANDY Storage File Co., Wausau, Wis.  
EQUIPTO, Div. Aurora Equipment Co., Aurora, Ill.  
★HAMILTON Mfg. Co., Two Rivers, Wis.

## CUTTERS—LEAD, RULE, SLUG (Also see Paper Cutters, etc.)

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.

CRAFTSMEN Machinery Co., 375 Atlantic Ave., Boston 10, Mass.  
HELMOLD, J. F., & Brothers, 1462 W. Shakespeare Ave., Chicago 14, Ill.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.  
PAVYER Printing Machine Works, 600 S. Broadway St. Louis 2, Mo.  
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

## CUTTING AND CREASING PRESSES, FLATBED CYLINDER

BABCOCK Printing Press Corp., 38 Pequot St., New London, Conn.  
★COTTRELL, C. B., & Sons, Co., 25 E. 26th St., New York 10, N. Y.  
★MIEHLE Printing Press & Mfg. Co., 14th St. & S. Damen Ave., Chicago 8, Ill.  
MILLER Printing Mch. Co., 1117 Reedsdale St., Pittsburgh 12, Pa.  
★SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J.

## CUTTING AND CREASING PRESSES, PLATEN

★BRANDTJEN & Kluge, Inc., Como at Gaultier St., St. Paul, Minn.  
★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio  
MILLER Printing Mch. Co., 1117 Reedsdale St., Pittsburgh 12, Pa.  
THOMSON-National Press Co., Inc., Dean Ave., Franklin, Mass.

## CUTTING-OFF MACHINES, CURVED STEREOTYPE PLATES

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

## CYLINDER GRINDING AND POLISHING EQUIPMENT, GRAVURE

HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.  
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.  
U. S. Electrical Motors, Inc., 200 E. Slauson Ave., Los Angeles, Cal.

## CYLINDER MAKING EQUIPMENT, LETTERPRESS, GRAVURE AND OFFSET LITHOGRAPHY BY DIRECT PROJECTION (Including Continuous Design and Step and Repeat)

★HUEBNER Laboratories, 305 E. 46th St., New York

## CYLINDER MARKING MACHINES, ROTOGRAVURE

★HOE, R., & Co., 910 E. 138th St., New York 54

## CYLINDER PLATING AND POLISHING, GRAVURE, FOR THE TRADE

MODEL Engraving Corp., 320 W. 46th St., New York 19, N. Y.  
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

## CYLINDER, ROTARY AND PLATEN PRESS DRAWSHEETS AND TYMPANS (Also see Blankets)

1 Blankets, Embossing, Felt  
2 Drawsheets and Tympans, Paper, Commercial (Also see Paper Index)  
3 Drawsheets, Newspaper  
4 Jackets and Tympans other than Paper  
5 Underpacking

1 2 3 4 5  
ACME Press Blanket Co., 160 N. Wells St., Chicago 6  
1 2 3 4 5  
BAKELITE Corp., Div. Union Carbide & Carbon Corp., 30 E. 42nd St., New York, N. Y.

CARBORUNDUM Co., Niagara Falls, N. Y.

4  
CORKPAK Company, Inc., 45 South St., Mount Vernon, N. Y.

1 2 3 4 5  
DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.

4  
GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio

3 4 5  
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.

1 3 4 5  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

1 3 4 5

1 2 3 4 5  
MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave.,  
St. Paul 6, Minn.

4  
RALYA Saw Corp., 109 W. 2nd St., Cincinnati 2, Ohio

4  
RAPID Roller Co., 2558 S. Federal St., Chicago 16, Ill.

3 4  
TINGUE, Brown & Co., 114 E. 23rd St., New York 10

3 5  
TRIPLET Gauge, 1 Dover St., New York 7, N. Y.

2  
UNITED States Rubber Co., 1230 Sixth Ave., New  
York 20, N. Y.

5  
VULCAN Proofing Company, 1st Ave. & 57th St.,  
Brooklyn 20, N. Y.

3 4 5

## CYLINDER, SLEEVE AND PLATE MAK- ING, GRAVURE, FOR THE TRADE

BECK Engraving Co., 7th & Sansome Sts., Philadel-  
phia, Pa.

★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloom-  
field, N. J.

GRAVURE Process Co., 1633 N. Halsted St., Chicago  
14, Ill.

★HUEBNER Laboratories, 305 E. 46th St., New York 17

INTAPRINT, Div. Miehle Ptg. Press & Mfg. Co.,  
Metropolitan Bldg., Long Island City, N. Y.

LINOTONE Corporation, 1911 Park Ave., New York  
19, N. Y.

★ROTOGRAVURE Engineering Co., 299 Marginal  
St., East Boston 28, Mass.

## CYLINDERS, SLEEVES AND PLATES (Gravure)

ATLANTIC Zinc Works, 210 Van Brunt St., Brook-  
lyn 31, N. Y.

★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloom-  
field, N. J.

EDES Manufacturing Company, Plymouth, Mass.

GENERAL Printing Machinery Corp., 29 Ryerson St.,  
Brooklyn 5, N. Y.

HUSSEY & Co., C. G., 2850 Second Ave., Pittsburgh  
19, N. Y.

NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal  
Oak, Mich.

REVERE Copper & Brass, Inc., 230 Park Ave., New  
York, N. Y.

★ROTOGRAVURE Engineering Co., 299 Marginal  
St., East Boston 28, Mass.

STANDARD Process Corp., 734 W. Lexington St.,  
Chicago 7, Ill.

## CYLINDERS, STEEL, LETTERPRESS

WESTERN Printing Machinery Co., 430 S. Green St.,  
Chicago 7, Ill.

## CYLINDERS, STEEL AND COPPER, PHOTOMECHANICALLY ENGRAVED (Including Step and Repeat and Con- tinuous Design)

LINOTONE Corporation, 1911 Park Ave., New York



## DAMPENING AIDS, OFFSET-LITHO

GEGENHEIMER, Wm., Inc., 78 Roebling St., Brook-  
lyn 1, N. Y.

INTERNATIONAL Press Cleaner & Mfg. Co., Inc.,  
112 Hamilton Ave., Cleveland 4, Ohio

★SINCLAIR and Valentine Co., 611 W. 129th St.,  
New York 27, N. Y.

## DAMPENING ROLLER COVER

FOTOPLATE Co., 32 Oxford St., Newark 5, N. J.

★GODFREY Roller Co., 211 N. Camac St., Philadel-  
phia 7, Pa.

SINCLAIR and Valentine Co., 611 W. 129th St., New  
York 27, N. Y.

## DARK ROOM EQUIPMENT

★AMERICAN Type Founders, 200 Elmora Ave., Eliz-  
abeth 2, N. J.

CHEMCO Photoproducts Co., 230 W. 41st St., New  
York, N. Y.

★DOUTHITT Corp., The, 650 W. Baltimore Ave.,  
Detroit 2, Mich.

KELLOGG, Div. American Brake Shoe Co., 99 Hum-  
boldt St., Rochester 9, N. Y.

★Lanston Monotype Machine Co., Twenty-fourth at  
Locust, Philadelphia 3, Pa.

LITHO Equipment & Supply Co., 215 W. Ohio St.,  
Chicago 10, Ill.

PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chi-  
cago 50, Ill.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

★RUTHERFORD Mch. Co., Div. Sun Chemical  
Corp., 100 Sixth Ave., New York 13, N. Y.

WILLIAMS, Brown & Earle, Inc., 918 Chestnut St.,  
Philadelphia 7, Pa.

★ZARKIN Machine Co., 335 E. 27th St., New York 16

## DECKLE-EDGING MACHINES

LESTER & Wasley Co., Inc., The, 282 Franklin St.,  
Norwich, Conn.

## DEEP ETCH METHODS, OFFSET LITHO, AND SUPPLIES

1 Methods

2 Supplies

1 2  
ANCHOR Chemical Co., Inc., 829 Bergen St., Brook-  
lyn 16, N. Y.

★GAETJENS, Berger & Wirth, 35 York St., Brooklyn

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

1 2  
HILL-Henschel Co., 3928 Clayton Ave., St. Louis, Mo.

INTERNATIONAL Printing Ink Corp., 16th Fl., Em-  
pire State Bldg., New York 1, N. Y.

LE PAGE'S, Inc., Gloucester, Mass.

PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.

2  
PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chi-  
cago 50, Ill.

★ROBERTS & Porter, Inc., 402 S. Market St., Chi-  
cago 7, Ill.

2  
ROGERS Isinglass & Glue Co., 210 Eastern Ave.,  
Gloucester, Mass.

★SINCLAIR & Valentine Co., Inc., 611 W. 129th St.,  
New York 27, N. Y.

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

1 2

## DEVELOPING TROUGHS

★AMERICAN Type Founders, 200 Elmora Ave., Eliz-  
abeth 2, N. J.

CHEMCO Photoproducts Co., 230 W. 41st, New  
York, N. Y.

BROWN Coating & Eqp. Co., 17332 Wisconsin,  
Detroit 21, Mich.

★DOUTHITT Corp., The, 650 W. Baltimore Ave.,  
Detroit 2, Mich.

PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chi-  
cago, Ill.

★RUTHERFORD Machinery Co., Div. Sun Chemical  
Corp., 100 6th Ave., New York 13, N. Y.

## DIAPHRAGMS, CAMERA

GOODRICH, B. F. Co., 434 S. Main St., Akron, Ohio

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

UNITED States Rubber, Inc., 1230 Sixth Ave., New  
York 20, N. Y.

## DIAPHRAGM CONTROLS

★DOUTHITT Corp., The, 650 W. Baltimore Ave.,  
Detroit 2, Mich.

POWERS Regulator Co., 2720 Greenview Ave., Chi-  
cago 14, Ill.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

## DICTIONARIES

FUNK & Wagnalls, 354 Fourth Ave., New York, N. Y.

MERRIAM, G. & C., Co., 47 Federal St., Springfield  
2, Mass.

## DIE AND ENGRAVING CUTTING MACHINES, TRACER CONTROLLED

GORTON, George, Machine Co., 1320 Racine St.,  
Racine, Wis.

## DIE CUTTING LUMBER

(See Wood, Blocking, etc.)

## DIE CUTTING MACHINES

1 Hollow Dies

2 Upright

1 2  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5,  
Ohio

1 2  
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.

2  
HOLLINGSWORTH, William, Machine Co., 227 Hol-  
iday St., Baltimore, Md.

2  
LOGEMANN Brothers Co., 3154 W. Burleigh St.,  
Milwaukee, Wis.

2  
PRINTING Machinery Co., 436 Commercial Sq., Cin-  
cinnati 2, Ohio

1 2  
ROBINSON, John T., Co., Hyde Park 36, Mass.

2  
SHERIDAN, T. W. & C. B., Co., 135 Lafayette, New  
York 13, N. Y.

2  
SMITH & Winchester Mfg. Co., South Windham, Conn.

2  
SOUTH Wabash Engineering Co., 2929 S. Wabash  
Ave., Chicago 16, Ill.

1 2  
STANDARD Machinery Co., The, Mystic, Conn.

2

## DIE-CUTTING PRESSES

ALTAIR Machinery Corp., 55 Vandam St., New York  
13, N. Y.

ARTISTIC Die Mfg. Co., 214 E. Eighth, Cincinatti

★BRANDTJEN & Kluge, Inc., Como at Gaultier St.,  
St. Paul, Minn.

★CHANDLER & Price Co., 6000 Carnegie Ave.,  
Cleveland 3, Ohio

THOMSON-National Press Co., Dean Ave., Franklin,  
Mass.

## DIE-HEATERS, ELECTRIC

(For Hot Embossing and Smashing)

ACME Electric Heating Co., 1217 Washington St.,  
Boston 10, Mass.

THOMSON-National Press Co., Dean Ave., Franklin,  
Mass.

## DIE-MAKING MATERIALS

(Also see Rule)

1 Cork Composition

2 Cork-Rubber Composition

3 Rubber, Sponge

4 Rule, Brass

5 Rule, Steel

6 Steel Rule Cutters

1 2 3 4 5 6  
ACCURATE Steel Rule Die Mfrs., 22 W. 21st St.,  
New York 10, N. Y.

2 3  
ALVIN Co., 135 W. 20th St., New York 11, N. Y.

DISSTON, Henry, & Sons, Inc., Tacony, Philadelphia  
35, Pa.

3  
GOODRICH, B. F. Co., 500 S. Main St., Akron 18,  
Ohio

1 2 3 4 5 6  
HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.

HANSEN, H. Alfred, 610 Atlantic Ave., Boston 10

4  
HELMOLD, J. F. & Bro., Inc., 1462 Shakespeare Ave.,  
Chicago 14, Ill.

5 6  
MARKEL Products Co., 170 Broadway, New York 7

1 2 3 4 5 6  
PAPKE, Wm. & Son, 434 Elm St., Cincinnati 2, Ohio

★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalama-  
zoo 13E, Mich.

5 6

## DIES, CUTTING AND EMBOSING

(One Operation)

HOOLE Machine & Engraving Co., 30 Main St., Brook-  
lyn, N. Y.

RINGLER, F. A., Co., 39 Barclay St., New York, N. Y.

SCHMIDT, Geo. T., Inc., 4108 N. Ravenswood Ave.,  
Chicago 13, Ill.

## DIES, HOLLOW

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New  
York 10, N. Y.

CUTWELL Steel Rule Die Co., 1123 Broadway, New  
York 10, N. Y.

FREMONT Tool & Die Co., 432 N. Wood St., Fre-  
mont, Ohio

## DIES, SPECIAL FOR BOOKBINDERS AND SPECIALTY MFRS.

FREEDMAN Die Cutters, Inc., 10 W. 20th St., New  
York 11, N. Y.

FREMONT Tool & Die Co., 432 N. Wood St., Fre-  
mont, Ohio

G. B. C. Die and Manufacturing Co., 812 W. Belmont  
Ave., Chicago 14, Ill.

SCHMIDT, Geo. T., Inc., 4108 N. Ravenswood Ave.,  
Chicago 13, Ill.

## DIES, STEEL RULE

(See Steel Rule Cutting Dies)

## DIE-STAMPING PRESSES AND ROLL LEAF HOT STAMPING ATTACH- MENTS

1 Die-Stamping Presses

2 Roll Leaf Hot Stamping

1 2  
ALTAIR Machinery Corp., 55 Vandam St., New York  
13, N. Y.

1 2  
APEX Products Corp., 142 W. 24th St., New York

1  
BRINTNALL, Harry W., Co., 430 Howard St., San  
Francisco, Cal.

1  
COE, W. H., Mfg. Co., 69 Ship St., Providence, R. I.

1  
COUGHLIN Mfg. Co., 697-699 E. 132nd St., New  
York 54, N. Y.

1  
GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7

1  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

1

1 2  
HICKOK, W. O., Mfg., Co., Harrisburg, Pa.  
KINGSLEY Stamping Machine Co., 1606 Cahuenga Blvd., Hollywood 28, Cal.  
1 KWIKPRINT Gold Stamping Machines, 605 W. Washington Blvd., Chicago, Ill.  
1 MARKEM Machine Co., Keene, N. H.  
1 2  
MATTHEWS, James H., & Co., 3942 Forbes St., Pittsburgh, Pa.  
1 2  
OLSEN Mark Corp., 124 White St., New York, N. Y.  
1 PEERLESS Roll Leaf Co., Inc., 4511 New York Ave. Union City, N. J.  
1 2  
ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn, N. Y.  
1  
SIMPLEX Gold Stamping Press Co., 425 Fourth Ave., New York, N. Y.  
1  
STANDARD Machinery Co., Mystic, Conn.  
1  
STOESSEL Machine Mfg. Co., 534 W. 35th St., New York 1, N. Y.  
1 2  
STOLP-Gore Co., 710 W. Jackson Blvd., Chicago 6

### DIE-STAMPING PRESSES, STEEL DIE PRINTING AND EMBOSsing, COPPER PLATE PRESSES, SUPPLIES

CRONITE Co., The, 55 Park Pl., New York 7, N. Y.  
OLNEY Machine Works, 4841 Rising Sun Ave., Philadelphia 20, Pa.  
OLSEN MARK Corp., 124 White St., New York 13  
ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn

### DIRECT PROJECTION MACHINE (See Cylinder Making Equipment)

### DISTRIBUTOR ROLLERS, RECIPROCATING (Vibrators)

ACME Printing Appliance Co., 333 S. Clinton St., Chicago, Ill.  
★CHALLENGE Machinery Co., Grand Haven, Mich.  
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio  
★DOYLE, The J. E. Co., 1220 W. 6th St., Cleveland 13  
GEGENHEIMER, William, Inc., 78 Roebling St., Brooklyn 1, N. Y.  
★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

### DOCTOR BLADES, GRINDING MACHINES

COVEL-Hanchett Co., Big Rapids, Mich.  
★HARRIS-Seybold Co., 4510 E. 72nd St., Cleveland 5.

### DOLLIES, PAPER ROLL

CLINE Electric Mfg. Co., 211 N. Wacker Drive, Chicago 6, Ill.  
GOSS Printing Press Co., 1535 S. Paulina, Chicago 8  
HAMILTON Tool Co., 9th and Hanover, Hamilton, Ohio  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
KOHLER System Co., 159 E. Chicago Ave., Chicago 11  
NUTTING Truck & Caster Co., Inc., 1125 W. Division St., Faribault, Minn.  
REVOLVATOR Co., 86th & Bergen Turnpike, North Bergen, N. J.

### DOUBLE ROLLING DEVICE (Miehle V)

BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.  
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
FARNSWORTH, John, Bourse Bldg., Philadelphia 6  
GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit, Mich.  
SPECIALTY Printing Eqp. Co., 1617 Vandalia St., Cincinnati, Ohio

### DRAWSHEETS AND TYMPANS, CYLINDER, ROTARY AND PLATEN PRESS (See Cylinder, Rotary and Platen Press Drawsheets and Tympan)

### DRIERS (See Ink Driers)

### DRILLING AND SLOTTING EQUIPMENT

BERRY Machine Co., 716 N. First St., St. Louis, Mo.  
BOICE-Crane Co., 930 W. Central Ave., Toledo 6  
★CHALLENGE Mch. Co., Grand Haven, Mich.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
HELMOLD, J. F., & Bros., 1462 W. Shakespeare Ave., Chicago 14, Ill.  
★LASSCO Products, Inc., 485 Hague St., Rochester 6, N. Y.  
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1  
MICK, Walter K., Co., 500 Robert St., St. Paul 1, Minn.  
MULLER, Chas. A., Co., 153 Lafayette St., New York

★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.  
★NYGREN-Dahley Co., Inc., 218 N. Jefferson St., Chicago 6, Ill.  
PIONEER Mfg. Co., 1212 Jackson St., Toledo 2, Ohio  
★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.  
★SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.

### DROSS SIFTER

★MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.

### DRY PLATE NEGATIVE MATERIALS

CRAMER, G., Dry Plate Co., 1835 Shenandoah Ave., St. Louis 4, Mo.  
EASTMAN Kodak Co., Rochester 4, N. Y.  
HAMMER Dry Plate Film Co., 2711 Miami St., St. Louis, Mo.

### DRYING CABINETS FOR NEGATIVES AND PRINTS

SIMPLEX Specialty Co., Inc., 116 W. 14th St., New York, N. Y.

### DRYING CABINETS, MATRIX AND STEREOTYPE

HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
THOMPSON Cabinet Co., Ludington, Mich.

### DUSTING MACHINE FOR METAL

★RUTHERFORD Mch. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.



### EASELS, CARDBOARD

ALVIN Co., 135 W. 20th St., New York 11, N. Y.  
FREEDMAN Die Cutters, Inc., 12 W. 20th St., New York 11, N. Y.  
GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16

### EDITION MARKERS, NEWSPAPER

GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

### EGGSHELLING MACHINES

(See Embossing Machines, Roller)

### EJECTOR PRESS PUNCHES

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N. Y.  
HELMOLD, J. F., & Bros., 1462 Shakespeare Ave., Chicago 14, Ill.  
MARKEL Products Co., 170 Broadway, New York 7  
★RICHARDS, J. A. Co., The, 903 N. Pitcher St., Kalamazoo 13, Mich.

### ELECTRIC ARC ETCHING EQUIPMENT (For Production Machine Engraving on Metals, Glass)

GORTON, George, Machine Co., 1321 Racine St., Racine, Wis.

### ELECTRIC EYE REGISTER CONTROL

★BECK, Chas., Machine Co., 414 N. 13th St., Philadelphia 8, Pa.  
CAMERON Machine Co., 61 Popular St., Brooklyn 2  
CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.  
POTDEVIN Machine Co., Inc., 1226 38th St., Brooklyn, N. Y.  
SMITH & Winchester Mfg. Co., South Windham, Conn.  
WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa.

### ELECTRICITY GENERATORS

CATERPILLAR Tractor Co., Peoria, Ill.  
GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.  
RELANCE Electric & Engineering Co., 1101 Ivanhoe Road, Cleveland 10, Ohio

### ELECTRONIC MOTOR CONTROLS

ELECTRON Equipment Corp., 917 Meridian Ave., South Pasadena, Cal.  
RELANCE Electric & Engineering Co., 1101 Ivanhoe Road, Cleveland 10, Ohio

### ELECTROTYPE BEARERS

★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City, N. Y.

ECONOMY Printers Products Co., Inc., 609 S. LaSalle St., Chicago 5, Ill.  
★MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.  
PRINTERS Supply Service, 719 S. Dearborn St., Chicago 5, Ill.  
THOMPSON Cabinet Co., Ludington, Mich.

### ELECTROTYPERS' PLATING EQUIPMENT

HANSON-Van Winkle-Munning, Mattawan, N. J.  
OSTRANDER-Seymour Co., 4926 W. Lake St., Chicago 24, Ill.

### ELEVATORS, PAPER HANDLING (Tying Machines)

AUTOMATIC Transportation Co., 101 W. 87th St., Chicago, Ill.  
CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
EASTON Car & Construction Co., Easton, Pa.  
ECONOMY Engineering Co., 2641 W. Van Buren St., Chicago, Ill.  
ELWELL Parker Electric Co., 4517 St. Clair Ave., Cleveland, Ohio  
HAMILTON Tool Co., 9th & Hanover Sts., Hamilton, Ohio  
KOHLER System Co., The, 400 W. Madison St., Chicago, Ill.  
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.  
REVOLVATOR Co., 907 State St., North Bergen, N. Y.

### EMBOSSING MACHINES, ROLLER (Eggshelling, Pebbling, Roughing and Stippling)

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
CAYAGNARO, John J., 5th & Essex Sts., Harrison, N. J.  
HUDSON-Sharp Machine Co., Green Bay, Wis.  
KNOWLTON, M. D., Co., Rochester, N. Y.  
MARCONETTI, A. E., Inc., New York, N. Y.  
NORWOOD Engineering Co., Florence, Mass.  
PAPER Converting Machine Co., Green Bay, Wis.  
PEERLESS Roll Leaf Co., 4511 New York Ave., Union City, N. J.  
POTDEVIN Machine Co., Brooklyn 18, N. Y.  
★ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
WAGNER, Chas., Litho Machinery Co., 51 Park Ave., Hoboken, N. J.  
WALDRON, John, Corp., New Brunswick, N. J.

### EMBOSSING MACHINES, ROLLER, ROLLS (Embossing Cylinders)

★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.  
LINOTONE Corp., 1911 Park Ave., New York, N. Y.  
RINGER, F. A., & Co., 40 Park Pl., New York 7, N. Y.  
STONE, Thos. & George M., 502 Mulberry St., Newark 5, N. J.

### EMBOSSING MACHINES, UPRIGHT

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.  
STANDARD Machinery Co., Mystic, Conn.

### ENGRAVING BY MACHINE FOR THE TRADE

STONE, Thos. & George M., 502 Mulberry St., Newark 5, N. J.

### ENGRAVING MACHINES FOR METAL, BANK NOTES, etc.

CRONITE Co., 35 Park Place, New York 7, N. Y.  
GORTON, George, Machine Co., 1320 Racine St., Racine, Wis.

### ENGRAVING, PANTAGRAPH, MACHINE FOR WOOD

GORTON, George, Machine Co., 1320 Racine St., Racine, Wis.

### ENVELOPE MAKING MACHINES

LESTER & Walsey Co., Inc., 282 Franklin St., Norwich, Conn.  
STAUDE, E. F., Mfg. Co., 2675 University Ave., St. Paul 4, Minn.

### ENVELOPE OPENERS

COMMERCIAL Controls Corp., 640 Culver Rd., Rochester 2, N. Y.

### ENVELOPE SEALING MACHINES

COMMERCIAL Controls Corp., 640 Culver Rd., Rochester 2, N. Y.  
ELLIOTT Addressing Mach. Co., 143 Albany St., Cambridge 39, Mass.

## ESTIMATING GUIDES

- 1 Ink Consumption
  - 2 Job Printing Cost
  - 3 Paper
  - 4 Type Conversion Rules
- 1 2 3 4  
BALDWIN Paper Co., 233 Spring St., New York, N. Y.
- 1 2 3 4  
CLEVELAND Paper Co., Gale Craig, 1640 Superior Ave., Cleveland 14, Ohio
- 1 2 3 4  
HOCH, Fred W., Associates, Inc., 461 Eighth Ave., New York 1, N. Y.
- 1 2 3 4  
PORTE Publishing Co., 952 E. 21st South St., Salt Lake City 5, Utah
- 1 2 3 4  
PRODUCTION Standards Corp., 737 N. Michigan Ave., Chicago, Ill.

## ETCHES, STEEL AND COPPER PLATE

CRONITE Co., 35 Park Place, New York 7, N. Y.

## ETCHING MACHINES

AURORA School of Photoengraving, Aurora, Mo.  
CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.

★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.

HOLMSTROM, Axel, Brown Bldg., 328 Chestnut St., Philadelphia, Pa.

MASTER Etching Machine Co., Inc., 127 Greenwood Ave., Wyncote, Pa.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

SULLEBARGER, E. T., Co., 110 Fulton St., New York 7

U. S. Stoneware Co., 60 E. 42nd St., New York 17

WESTERN Newspaper Union, 210 S. Desplains St., Chicago 7, Ill.

## ETCHING MACHINES FOR MARKING

IDEAL Industries, Inc., 5069 Park Ave., Sycamore, Ill.

## EXHAUST SYSTEMS

DE VILBISS Co., 300 Phillips Ave., Toledo, Ohio

## EXPRESS SCALES

INTERNATIONAL Business Machines Corp., 590 Madison Ave., New York 17, N. Y.

## EYELETTERING, BRASS

FREDMAN Die Cutters, Inc., 10 W. 20th St., New York 11, N. Y.

STANDARD Tag Co., 116 Duane St., New York, N. Y.

## EYELETTERING MACHINES

(See Tag Machinery)

UNITED Shoe Machinery Corp., 140 Federal St., Boston, Mass.

WAKEFIELD Machine Co., Inc., Wakefield, Mass.

## EYELETS

ECONOMY Novelty & Printing, 225 West 39th St., New York 18, N. Y.

HOE, R., & Co., Inc., 910 E. 138th St., New York 34

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

## EYELETS, TELESCOPIC (Plastic)

KIRK, F. J., Molding Co., Brook St., Clinton, Mass.



## FANS, PRESS ROLLER COOLING

AMERICAN Blower Corp., Box 58, Roosevelt Park Annex, Detroit 13, Mich.

ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.

TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.

## FANS, PROPELLER

EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21, Mo.

ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.

TRANE Co., The, La Crosse, Wis.

## FANS, VENTILATING

EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21, Mo.

GENERAL Electric Co., 1 River Rd., Schenectady, N. Y.

ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.

STURTEVANT, B. F., Co., Div. Westinghouse Electric, 18 Damon St., Hyde Park, Boston 36, Mass.

TRANE Co., The, La Crosse, Wis.

★WING, L. J., Mfg. Co., 154 W. 14th St., New York 11

## FASTENERS, PAPER

GRAMMES, L. F., & Sons, 352 Union St., Allentown, Pa.

HELLER Co., The, 2135 Superior Ave., Cleveland 6

## FEATHER EDGING MACHINES

LESTER & Wasley Co., 282 Franklin St., Norwich Conn.

## FEEDER PAPER LIFTS

BERRY Machine Co., 716 N. First St., St. Louis, Mo.

REVOLVATOR Co., 907 State St., North Bergen, N. J.

## FEEDERS, FOLDERS AND PRESS DELIVERIES

- 1 Deliveries, Automatic Pile
- 2 Deliveries, Extension
- 3 Delivery, Feeder, Bronzer
- 4 Feeders, Cardboard
- 5 Feeders, Cylinder Press
- 6 Feeders, Envelope, Two-Up
- 7 Feeders, Folding Machine
- 7a Feeders, Gunning Machine
- 8 Feeders, Perforating Machine
- 9 Feeders, Platen Press
- 10 Feeders, Roll Leaf
- 11 Feeders, Roll Paper
- 12 Feeders, Ruling Machine
- 13 Feeders, Sheet Fed Rotary Presses
- 14 Feeders, Stream
- 15 Folders, Commercial Job
- 16 Folders, Fanfold
- 17 Folders, Letter
- 18 Folders, Magazine
- 19 Folders, Newspapers
- 20 Folders, Specialty

1 2 3 4 5 6 7-7a 8 9 10 11  
12 13 14 15 16 17 18 19 20

ADDRESSOGRAPH-Multigraph Corp., Euclid Post Office, Cleveland, Ohio

13 17 20

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

10

★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth 8, N. J.

1 2 3 5 9

13

ANDERSON, C. F., & Co., 3223 Calumet Ave., Chicago 15

15 20

BABCOCK Printing Press Corp., 38 Pequot Ave., New London, Conn.

1 2 18 19 20

BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.

5 20

★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 6, Pa.

15 17 18 19 20

★BRANDTJEN & Kluge, Inc., Como at Gaultier Sts., St. Paul, Minn.

9

BROWN Folding Machine Co., 3771 Chester Ave., Cleveland 14, Ohio

15 16 17 18 19 20

CAMERON Machine Co., 61 Poplar St., Brooklyn 2

11

CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia, Pa.

15 5 20

★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio

1 2 3 4 5 6 9

CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.

14 4 5

★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.

1 2 20 11

★DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.

13 15 5 20

★DEXTER Folder Co., Pearl River, N. Y.

1 2 14 15 16 17 18 19 20

GIBSON Machine Mfg. Co., 61 Clymer St., Brooklyn 11, N. Y.

6 8

GOSS Printing Press Co., 1535 So. Paulina St., Chicago 8, Ill.

18 19

★HARRIS-Seybold Co., 4510 East 71st St., Cleveland 5

1 2 3 4 5 18 19 11

HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.

1 2 3 4 20 11

12

HOE & Co., R., Inc., 138th St. & East River, New York 34, N. Y.

1 2 4 5 11

13 14 15 16 18 19 20

1 2 3 4 5 6 7-7a 8 9 10 11  
12 13 14 15 16 17 18 19 20

HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore 2, Md.

1 2 3 5 9

12

HUDSON-Sharp Machine Co., Green Bay, Wis.

1 2 4 11

13

KOHLER System Company, 159 E. Chicago Ave., Chicago 11, Ill.

18 20 11

LIBERTY Folder Co., 501 E. Court St., Sidney, Ohio

5 19

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LINDBLADH Corporation, 40 Court St., Boston, Mass.

12

★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

1 2 11

12 14

MAXSON Automatic Mch. Co., 409 Washington Trust Bldg., Westerly, R. I.

1

MEISEL Press Mfg. Co., Inc., 944 Dorchester Ave., Boston 25, Mass.

1 2 11

MENTGES Folder Co., Oak & Poplar Sts., Sidney, Ohio

15 19

★MIEHLE Printing Press & Mfg. Co., 2011 Hastings St., Chicago 8, Ill.

1 2 4 5

13 14

MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

1 2 4 5 9

14

MODERN Equipment Co., 2011 Cumming St., Omaha 2

15 17 18 19

MOTTER'S, Geo. F., Sons, 132 S. Pershing Ave., York, Pa.

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12

NAGEL-Ryan Mfg. Co., Inc., 4363 Woodward Ave., Royal Oak, Mich.

11

NELSON, C. B., & Co., 720 S. Dearborn St., Chicago 20

★NEW Era Mfg. Co., 375 Eleventh Ave., Paterson, N. J.

11

NEW Jersey Machine Corp., Hoboken, N. J.

7a

PAPER Converting Mach. Co., Inc., 601 Harvey St., Green Bay, Wis.

4 20

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N. J.

10

POTDEVIN Machine Co., 1234 38th St., Brooklyn 18

11

20

PRINTING Press Extension Delivery Co., 447 W. 40th St., New York, N. Y.

13

SAYBROOK Manufacturing Corp., 28 W. 23rd St., New York 10, N. Y.

5

★SCOTT, Walter, & Co., 525 South Ave., Plainfield, N. J.

1 2 18 19 20 11

13

SPECIALTY Automatic Machine Co., 200 Boston Ave., Medford, Mass.

1 2 7a

12

STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul 4, Minn.

20

STOLP-Gore Co., 710 W. Jackson Blvd., Chicago, Ill.

15

WALDRON, John, & Co., Inc., River Rd., New Brunswick, N. J.

20

WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio

15

WESTERN Printing Mch. Co., 430 S. Green St., Chicago, Ill.

18

WILLARD Mfg. Corp., 28 W. 23rd St., New York 1 2

13

WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York, N. Y.

18 19 11

ZANETTI Machine Works, Inc., 1801 Kirkwood Ave., San Francisco, Cal.

12

## FEEDERS, METAL, FOR COMPOSING MACHINES

COFFING Hoist Co., 800 Walters St., Danville, Ill.

★INTERTYPE Corporation, 360 Furman St., Brooklyn 2, N. Y.

★LINOTYPE Maintenance Co., 496 Broome St., New York 13, N. Y.

★LINOTYPE Parts Co., 203 Lafayette St., New York 13

★MARGACH Mfg. Co., Inc., 82 Beekman St., New York

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.

★MISSOURI-Central Type Foundry, Wichita, Kan.

★MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.

★UNITED American Metals Corp., Calver & Diamond Sts., Brooklyn 22, N. Y.

**FEEDING ATTACHMENTS, CARBON FORMS**

STANDARD Register Co., 626 Albany St., Dayton 1, Ohio

**FIBER SIGN PASTER, FOLDER**

ANDERSON, C. F., &amp; Co., 3225 Calumet Ave., Chicago 16, Ill.

**FILES, STORAGE, OFFSET PLATE**

ACCO Products, Inc., 39-08 24th St., Long Island City 1, N. Y.

**FILM CEMENT**EASTMAN Kodak Co., Rochester 4, N. Y.  
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.**FILM HOLDERS**BROWN Coating & Eqp. Co., 17532 Wisconsin St., Detroit, Mich.  
\*DOUTHITT Corp., 650 W. Baltimore Ave., Detroit  
EASTMAN Kodak Company, 343 State St., Rochester 4, N. Y.  
\*IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.  
ROBERTSON, R. R., 400 W. Madison St., Chicago 6**FILM GUIDE MACHINES**

YOUNG Engineering Co., 2741 N. Janssen Ave., Chicago 14, Ill.

**FILM, PAPER, PLATES**ANSCO, 40 Charles St., Binghamton, N. Y.  
CALIFORNIA Ink Co., Inc., 543 Sansome St., San Francisco, Cal.  
CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.  
CRAMER Dry Plate Co., G., Lemp & Shenandoah Ave., St. Louis, Mo.  
DEFENDER Photo Supply, Inc., 666 Driving Park Ave., Rochester, N. Y.  
\*DOUTHITT Corp., 650 W. Baltimore Ave., Detroit 2, Mich.  
DU PONT, E. I., de Nemours Photo Products Dept., 1428 Nemours Bldg., Wilmington 98, Del.  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
GEVAERT Co. of America, Inc., 423 W. 55th St., New York, N. Y.  
HALOID Co., Haloid St., Rochester, N. Y.  
HAMMER Dry Plate Co., Ohio Ave. & Miami St., St. Louis 1, Mo.  
ILFORD, Limited, 316 W. Washington St., Chicago 6  
WILLIAMS, Brown & Earle, Inc., 918 Chestnut St., Philadelphia 7, Pa.**FINISHING EQUIPMENT, ELECTROTYPERS' AND STEREOTYPERS'**\*COTTRELL, C. B., & Sons, 25 E. 26th St., New York 10, N. Y.  
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 34  
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio  
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles, Cal.**FIRE EXTINGUISHERS AND REFILLS**AMERICAN-La France-Foamite Corp., Elmira, N. Y.  
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.  
FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.  
PYRENE Mfg. Co., 560 Belmont Ave., Newark 8, N. J.  
RANDOLPH Laboratories, Inc., 8 E. Kinzie St., Chicago 11, Ill.  
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.  
WIL-X Mfg. Co., subsidiary, Mergenthaler Linotype Co., 44 Ryerson St., Brooklyn, N. Y.**FLANNELS**BEST, Edward, & Co., 224 Purchase St., Boston, Mass.  
CORKPAK Co., 45 South St., Mt. Vernon, N. Y.  
FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
GODFREY Roller Co., 211 N. Camac St., Philadelphia 7, Pa.  
HOUSE, Chas. W., & Sons, Inc., 505 5th Ave., New York 17, N. Y.  
OLNEY Machine Works, 4841 Rising Sun Ave., Philadelphia 20, Pa.  
\*ROBERTS & Porter, Inc., 402 S. Market St., Chicago  
SENEFELDER Co., 32 Greene St., New York 13, N. Y.  
\*SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.**FLOCK**CLAREMONT Waste Mfg. Co., Claremont, N. H.  
RAYON Processing Co., Central Falls, R. I.**FLOCK PRINTING SUPPLIES**NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10, Ill.  
\*SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.**FLOOR POLISHING AND SCRUBBING MACHINES**HILD Floor Machine Co., 1313 W. Randolph St., Chicago, Ill.  
TENNANT, G. H., Co., 2530 N. Second St., Minneapolis 11, Minn.**FLOORING**JENNISON-Wright Co., 2463 Broadway, Toledo, Ohio  
STONHARD Company, 401 N. Broad St., Philadelphia 8, Pa.**FLUORESCENT AND PHOSPHORESCENT PRODUCTS**CONTINENTAL Lithograph Corp., 952 E. 72nd St., Cleveland 8, Ohio  
\*SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.**FLUORESCENT PROCESS—COLOR CORRECTION**

EASTMAN Kodak Co., 343 State St., Rochester, N. Y.

**FLYING PASTERS FOR PRESSES**CLINE Electric Mfg. Co., 211 West Wacker Drive, Chicago 6, Ill.  
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 34  
KOHLER System Co., 159 E. Chicago Ave., Chicago  
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.**FOIL AND LEAF**

- 1 Aluminum Bronze Powder
- 2 Aluminum Foil, Plain and Colored
- 2a Copper Foil
- 3 Colored Gold Foil and Leaf
- 4 Gold Leaf, Roll
- 5 Gold Leaf, Sheet and Aluminum Leaf, Sheet and Roll
- 6 Imitation Gold Foil and Leaf
- 7 Lead and Tin Foil
- 8 Palladium Leaf
- 9 Plastic Marking Foil and Leaf
- 10 Silver Foil and Leaf

1 2 2a 3 4 5 6 7 8 9 10  
ALL Purpose Gold Corp., 320 Bridge St., Brooklyn, N. Y.

ALUMINUM Co. of America, 801 Gulf Building, Pittsburgh 19, Pa.

COE, W. H., Mfg. Co., 89 Ship St., Providence, R. I.

COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York 34, N. Y.

EMBOSSOGRAP Corp., 38 West 21st St., New York 10

GRAUERT, R. W., Inc., 66 W. Broadway, New York 3

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st St., New York 10, N. Y.

HASTINGS &amp; Co., 817 Filbert St., Philadelphia, Pa.

ILLINOIS Bronze Powder Co., 2023 S. Clark St., Chicago 16, Ill.

JOHNSTON Tin Foil &amp; Metal Co., 6100 S. Broadway, St. Louis, Mo.

KEMP, W. H., Co., 350 Hudson St., New York, N. Y.

KWIKPRINT Gold Stamping Mach., 605 W. Washington Blvd., Chicago 6, Ill.

METZGER, Alfred E., 30 Irving Place, New York 3

PRERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N. J.

REYNOLDS Metals Co., Reynolds Metal Bldg., Richmond, Va.

SIMPLEX Gold Stamping Press Co., Inc., 425 Fourth Ave., New York, N. Y.

\*SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

SPRINGFIELD Coated Paper Corp., Camden, N. J.

SWIFT, M., &amp; Sons, Inc., 10 Love Lane, Hartford, Conn.

WEHRUNG &amp; Billmeier Co., 3624 Lincoln Ave., Chicago 13, Ill.

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FOIL, ELECTROTYPERS'

REYNOLDS Metals Co., Reynolds Metal Bldg., Richmond, Va.

UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.

**FOLDERS, HIGH SPEED COMMERCIAL AND MAGAZINE**\*BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 6, Pa.  
\*DEXTER Folder Co., Pearl River, N. Y.**FOLDING, QUIRE, MACHINES**

NORWOOD Engineering Co., 29 N. Main St., Florence, Mass.

**FORMERS AND SCORCHERS**ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich.  
ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.  
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.  
\*HAMMOND Machinery Builders, Inc., 1604 Douglas Ave., Kalamazoo 54, Mich.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 34  
\*NOLAN Corporation, 1333 E. Dominick St., Rome, N. Y.  
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.  
STA-HI Corporation, 1020 Crocker St., Los Angeles 21, Cal.  
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.  
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.**FOUNTAIN DIVIDERS, INK**ACME Printing Appliance Co., 333 S. Clinton St., Chicago, Ill.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 34  
PAGE, Robert R., 41 Union Square, New York 3, N. Y.  
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio**FOUNTAINS, GASOLINE, SAFETY BRUSH**

SMITH, Francis X. Co., 952 E. 93rd St., Brooklyn 12, N. Y.

**FOUNTAINS, INK, CLOSED, AIRTIGHT**

INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.

**FOUNTAINS, INK, GUNS**

DIAMANT Ink Gun, 191 Lexington Ave., New York 16, N. Y.

**FOUNTAINS, INK, NEWSPAPER, COLOR, PORTABLE**GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.  
HOE, R., & Co., 910 E. 138th St., New York 34, N. Y.**FOUNTAIN SOLUTIONS, OFFSET-LITHO**\*HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11  
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.  
\*SIEBOLD, J. H. & G. B., 47 Watts St., New York 13  
\*SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.**FURNACES, METAL**

- 1 Remelting, Composing Room (Fig Molds and Tools)
- 2 Stereotype

1 2  
\*AMERICAN Steel Chase Co., 3131 Forty-Eighth Ave., Long Island City 1, N. Y.

CONCO Engineering Co., Mendota, Ill.

CURIE Mfg. Corp., 500 Sansome St., San Francisco

FISHER Furnace Co., 5533 N. Wolcott Ave., Chicago 40, Ill.

1 2  
GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.

GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.

HOE, R., &amp; Co., Inc., 910 E. 138th St., New York 34

1 2  
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50, Ill.

INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.

\*INTERTYPE Corporation, 360 Furman St., Brooklyn 2, N. Y.

IRON Fireman Mfg. Co., 3170 W. 106th St., Cleveland 11, Ohio

1 2  
KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore

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1 2  
LINOTYPE Maintenance Co., 237 Lafayette St., New York 13, N. Y.

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LINOTYPE Parts Co., 203 Lafayette St., New York 13, N. Y.

1  
MARGACH Mfg. Co., Inc., 82 Beekman St., New York 7, N. Y.

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★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 3, N. Y.

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★MISSOURI-Central Type Foundry, Wichita, Kan.

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★MONOMELT, Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.

1  
★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.

1 2  
★NORTHWEST Type Foundry, 507 S. Fourth St., Minneapolis 13, Minn.

1 2  
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

2  
SURFACE Combustion, Toledo 1, Ohio

1  
★UNITED American Metals Corp., Calyer & Diamond Sts., Brooklyn 22, N. Y.

1 2  
UNITED Stereotype Supply Corp., Box 38, West Lynn, Mass.

1 2  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

2  
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

## FURNITURE

- 1 Composition
- 2 Iron
- 3 Wood

1 2 3  
ACME Wood Type Mfg. Co., 270 Lafayette St., New York 12, N. Y.

3  
AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.

3  
★CHALLENGE Machinery Co., Grand Haven, Mich.

2  
DUPLEX Printing Press Co., Battle Creek, Mich.

2  
★HAMILTON Mfg. Co., Two Rivers, Wis.

3  
IRWIN Manufacturing Co., Garland 1, Pa.

3  
★MORGANS & Wilcox Mfg. Co., 69 Hanford St. Middletown, N. Y.

2  
★PAN-American Engineering Co., 130 Manchester Ave., Detroit 3, Mich.

2  
PERFECTION Type, Inc., 141 East 5th Street, St. Paul 1

1 2  
STEPHENS, Samuel & Wickersham Quoin Co., 174 High St., Boston, Mass.

2 3  
SANDBERG Mfg. Co., 1949 W. Fulton St., Chicago 12

3  
THOMPSON Cabinet Co., Box 286, Ludington, Mich.



## GALLEY LABEL HOLDER

★HAMILTON Manufacturing Co., Two Rivers, Wis.  
METZ, Fred, 390 E. 162nd St., New York 36, N. Y.

## GALLEYS AND GALLEY LOCKS

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.

AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.

ANGLE Steel Stool Co., 309 W. Oak St., Plainwell, Mich.

★CHALLENGE Machinery Co., Grand Haven, Mich.

★HAMILTON Mfg. Co., Inc., 1312 Ontario St., Cleveland 13, Ohio

THOMPSON Cabinet Co., Box 286, Ludington, Mich.

## GATHERING AND STITCHING

### MACHINES

(See Collating and Gathering)

## GAUGE PINS, GUIDES, GRIPPERS

AUTOMATIC Register Guide Co., 3921 Seventh Ave. S., Birmingham 6, Ala.

★CASPER Gripper Co., Erie Bldg., Cleveland, Ohio  
CLARKE, E. C., 3630 Bloomington Ave., Minneapolis 7

GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit, Mich.

GRAPHIC Arts Laboratories, 549 W. Randolph St., Chicago, Ill.

GROVE, Jacob R., Co., 4024 Brandywine St., N. W., Washington, D. C.

★MEGILL, Edward L., Co., 761 Atlantic Ave., Brooklyn 17, N. Y.

★PAN-American Engineering Co., 130 Manchester Ave., Detroit 3, Mich.

PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

SPECIALTY Printing Equipment Co., 1617 Vandalia St., Cincinnati, Ohio

STILES, Chas. L., 64 Hanford St., Columbus, Ohio

STRAIT, H. H., 9510 Milton Ave., Overland, Mo.

## GAUGES, POWER, PAPER CUTTING

### MACHINES

POWER Gauges, 304 Hudson St., New York 13, N. Y.

## GAUGES AND TESTING INSTRUMENTS

- 1 Abrasion Tester
- 2 Casting Box
- 3 Color Fastness to Light
- 4 Color Matching
- 5 Contrastometer
- 6 Copyfiting Systems
- 7 Densitometer
- 8 Depthometer
- 9 Durometer
- 10 Dotvalhescope
- 11 Half-tone Dot Microscope
- 12 Inkometer
- 13 Matrix
- 14 Micrometer
- 15 Moisture
- 16 Paper
- 17 pH Comparator
- 18 pH Meter
- 19 Plate
- 20 Press Test Blocks
- 21 Roller Setting
- 22 Rules and Line Gauges
- 23 Saw
- 24 Scleroscope
- 25 Sheet Register
- 26 Slug
- 27 Stroboscope
- 28 Surface Pyrometer
- 29 Tachometer
- 30 Type High

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30

AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.

30  
AMTHOR Testing Instrument Co., Inc., 45 VanSinderen Ave., Brooklyn 7, N. Y.

14 16 29  
ANALYTE Instruments, Inc., 15 Ward St., Bloomfield, N. J.

4  
ATLAS Elec. Devices Co., 361 West Superior St., Chicago 10, Ill.

3  
BLACK Rock Mfg. Co., 177 Osborne St., Bridgeport 3, Conn.

21  
BOBEMETER Mfg. Co., 64 Fernwood Dr., Dayton, Ohio

19  
BROWN & Sharpe Mfg. Co., Providence, R. I.

30  
CADY, E. J., & Co., 549 W. Washington St., Chicago 6

16  
CAMBRIDGE Instrument Co., Inc., 3732 Grand Central Terminal, New York 17, N. Y.

15 18  
CAMERON Machine Co., 61 Poplar St., Brooklyn 2, N. Y.

27  
★CHALLENGE Machinery Co., Grand Haven, Mich.

30  
★CHAMPLAIN Co., Inc., 636 Eleventh Ave., New York 18, N. Y.

27  
COMMERCIAL Engraving Publishing Co., 34 N. Ritter Ave., Indianapolis, Ind.

11  
★CRAFTSMAN Line-Up Table Corp., 49 River St., Waltham 34, Mass.

25  
DISSTON, Henry, & Sons, Inc., Tacony, Philadelphia 35, Pa.

23  
DURANT Mfg. Co., Inc., 1929 N. Buffum St., Milwaukee 1, Wis.

29  
DUST-LESS Equipment Co., 4021 19th St., N. E., Washington, D. C.

21  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.

7  
★ELCO Typographic Service, Second & Dueber Sts., S. W., Canton 6, Ohio

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12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30

GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.

4  
GLOGAU & Co., 538 S. Clark St., Chicago 5, Ill.

14 16  
HABERULE Co., 7 E. 42nd St., New York 17, N. Y.

6  
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

19 30  
★HUEBNER Laboratories, 305 E. 46th St., New York 17

4 10  
IDEAL Industries, Inc., 5069 Park Ave., Sycamore, Ill.

29  
LA MOTTE Chemical Prod. Co., Towson 4, Mo.

17  
★LANSTON Monotype Machine Co., 24th & Locust St., Philadelphia 3, Pa.

13  
LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16, N. Y.

12  
LONG Engineering Research Co., 1000 Wheatsthead Rd., Linden, N. J.

11  
LUFKIN Rule Co., Saginaw, Mich.

14 22  
★MACBETH Arc Lamp Co., 875 N. 28th St., Philadelphia 30, Pa.

3  
MAXSON Automatic Machinery Co., Westerly, R. I.

16  
★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 3, N. Y.

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13 14 26 30  
MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11

16  
MILLER Type-High Gauge Co., 915 Washington Ave. So., Minneapolis 13, Minn.

30  
MINDEN Paper Gauge Co., 230 W. 41st St., New York 18, N. Y.

16  
POTDEVIN Machine Co., Inc., 1226 38th St., Brooklyn 18, N. Y.

27  
POWERS Regulator Co., 2720 Greenview Ave., Chicago 14, Ill.

15  
PAVEY, Van R., 305 E. 46th St., New York 17, N. Y.

6  
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

19  
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

23  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

22  
SIZE Control Co., Div. American Machine & Gage Co., 35 E. Wacker Drive, Chicago 1, Ill.

16 19  
23 26  
SMITH & Winchester Mfg. Co., So. Windham, Conn.

27  
STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill.

29  
TABER Instrument Corp., 111 Gundry St., N. Tonawanda, N. Y.

16  
TAYLOR, W. A., & Co., 7300 York Road, Baltimore 4

17 18  
TESTING Machines, Inc., 460 W. 34th St., New York 18, N. Y.

12 14 15 16  
THWING-Albert Instrument Co., Penn & Pulaski, Philadelphia 49, Pa.

16  
TOLEDO Scale Co., Toledo, Ohio

16  
TRIPLET Gauge, 1 Dover St., New York 7, N. Y.

19  
★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 31, Ill.

26 30  
WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa.

27  
WESTON Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

29  
WILLIAMS, Brown & Earle, Inc., 918 Chestnut St., Philadelphia 7, Pa.

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17 18

## GOLD BRONZE (See Foil and Leaf)

## GOLD FOIL (See Foil and Leaf)

## GRAINING MACHINE LININGS

AMERICAN Graded Sand Co., 2512 Greenview Ave., Chicago, Ill.

## GRAINING MACHINES, OFFSET-LITHO PLATES

HOE, R. & Co., Inc., 910 E. 138th St., New York 34  
NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.  
ROBERTSON, R. R., 400 N. Madison St., Chicago 6  
\*RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
SENEFELDER Co., 32 Greene St., New York 13, N. Y.  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.  
\*ZARKIN Machine Co., Inc., 335 E. 27th St., New York, N. Y.

## GRAINING SANDS AND QUARTZ

CARBORUNDUM Co., Niagara Falls, N. Y.  
SENEFELDER Co., 32 Greene St., New York 13, N. Y.  
\*SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

## GRINDING, CUTTING, DRILLING, POLISHING, AND BUFFING MACHINES

CHICAGO Wheel & Manufacturing Co., 1101 W. Monroe St., Chicago, Ill.  
\*HAMMOND Machinery Builders, Inc., 1616 Douglas Ave., Kalamazoo 34, Mich.

## GUILLOTINE CUTTERS, PHOTO-ENGRAVERS

DSTROIT Edge Tool Co., 3425 Wright St., Detroit 7, Mich.  
\*DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
WESEL Manufacturing Co., 411 Gilligan St., Scranton 1, Pa.

## GUMMING, GLUING AND PASTING EQUIPMENT

1 Glue Pots and Kettles  
2 Gluing, Gunning, Pasting Machines  
3 Labeling  
4 Lining  
5 Mounting  
6 Paper Covering  
7 Stripping

1 2 3 4 5 6 7  
ACME Electric Heating Co., 1217 Washington St., Boston, Mass.  
ALTAIR Machinery Corp., 55-57 Vandam St., New York, N. Y.  
ANDERSON, C. F. & Sons, 3225 Calumet Ave., Chicago 16, Ill.  
BLACK & Decker Mfg. Co., 760 Pennsylvania Ave., Towson, Md.  
BRACKETT Stripping Machine Co., 505 Jackson St., Topeka, Kan.  
CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia 2  
DOEPFEL, J. E., Co., 626 Race St., Philadelphia, Pa.  
DURBROW & Hearne, 12 Wooster St., New York  
G. B. C. Mfg. Co., 812 W. Belmont Ave., Chicago 14  
GRAMMES, L. F. & Sons, Jordan & Union Sts., Allentown, Pa.  
GUMMED Tape & Devices Co., 1318 Sixtieth St., Brooklyn, N. Y.  
HOLLINGSWORTH, William, Machinery Co., 227 Holiday St., Baltimore, Md.  
INSTANTANEOUS Glue Converter Co., 3752 Montgomery Ave., Cincinnati, Ohio  
INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.  
KLEEN-Stik Products, Inc., 2900 S. Michigan Ave., Chicago, Ill.  
LIBERTY Electric Co., Inc., 1915 Madison Ave., Indianapolis, Ind.  
MAYER Coating Machine Co., 520 Scottville Rd., Rochester, N. Y.  
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.  
MULLER, Chas. A., Co., 153 Lafayette St., New York 13  
NEW Advance Machinery Co., 208 E. Central Ave., Van Wert, Ohio  
NEW Jersey Machine Corp., 16th & Willow Ave., Hoboken, N. J.  
PADDY Machine Co., 610 Atlantic Ave., Boston, Mass.  
PARRY, S. R., Machine Co., 222 Mill St., Rochester, N. Y.  
PLEGER, John J., Co., 613 W. 13th St., Chicago 16, Ill.  
POTDEVIN Machine Co., 1221 38th St., Brooklyn 18

1 2 3 4 5 6 7  
\*ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.  
SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.  
SMYTH Manufacturing Co., 9 Sigourney St., Hartford 6, Conn.  
SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass.  
STANDARD Paper Box Machine Co., Inc., 133 Bleeker St., New York, N. Y.  
STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul 4, Minn.  
STA-Warm Electric Co., Ravenna, Ohio  
STOKES & Smith Co., Frankford Ave., Philadelphia 2  
U. S. Automatic Box Machinery Co., 18 Aroboratum St., Boston, Mass.  
WALDRON, John, Corp., New Brunswick, N. J.



## HEADBINDING MACHINES, BOOK-BINDER'S

FULLER, E. C., Co., 28 Reade St., New York 7, N. Y.

## HEATERS, SHEET AND WEB DRYERS

1 Gas  
2 Electric  
3 Lamps, Infra Red  
4 Ovens  
5 Unit, Industrial  
6 Web Dryers

1 2 3 4 5 6  
ACME Electric Heating Co., 1217 Washington St., Boston 18, Mass.  
ACME Printing Appliance Co., 333 South Clinton St., Chicago 6, Ill.  
ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.  
CARRIER Corp., South Geddes St., Syracuse 1, N. Y.  
CHRISTENSEN Machine Co., The, 100 Fourth St., Racine, Wis.  
CRAIG Corp., 143 W. 20th St., New York, N. Y.  
CRONITE Co., 35 Park Pl., New York 7, N. Y.  
\*DEXTER Folder Co., Pearl River, N. Y.  
\*DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland  
FOSTORIA Pressed Steel Corp., Fostoria, Ohio  
\*GAETJENS, Berger & Wirth, Inc., 35 York Street, Brooklyn 1, N. Y.  
GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.  
HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore 2, Md.  
MARSHALL Son & Wheelock, Inc., 82 Lincoln St., Boston 11, Mass.  
\*MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.  
MURRAY, D. J., Manufacturing Co., 1002-1024 Third St., Wausau, Wis.  
POTDEVIN Machine Co., 1221 38th St., Brooklyn 18, N. Y.  
PRINTING Press Extension Delivery Co., 447 W. 40th St., New York, N. Y.  
SELAS Corporation, Erie Ave. & D St., Philadelphia 34  
STATIC Eliminator and Printing Press Heater Co., 239 Centre St., New York 13, N. Y.  
STURTEVANT, B. F., Co., Div. Westinghouse Electric, 18 Damon St., Boston 36, Mass.  
TRANE Co., La Crosse, Wis.  
WABASH Appliance Corp., 345 Carroll St., Brooklyn 31, N. Y.

## HEATING, VENTILATING SYSTEMS

BAHNSON Co., The, 1001 S. Marshall St., Winston-Salem, N. C.  
STURTEVANT, B. F., Co., Div. Westinghouse Electric, 18 Damon St., Boston 36, Mass.  
TRANE Co., La Crosse, Wis.

## HINGED PAPER COVERING MACHINE

PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

## HOISTS, PAPER ROLL, HAND, AND ELECTRIC

RICHARDS-Wilcox Manufacturing Co., 176 Third St., Aurora, Ill.  
SHAW Box Co., Muskegon, Mich.  
YALE & Towne Manufacturing Co., 4530 Tacony, Philadelphia, Pa.

## HUMIDORS, MATRIX, STEREOTYPE

\*NOLAN Machinery Corp., 1333 E. Dominick St., Rome, N. Y.  
NORTHWEST Type Foundry, 507 S. Fourth St., Minneapolis 15, Minn.  
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.  
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.  
WESEL Manufacturing Co., 411 Gilligan St., Scranton 1, Pa.



## IMAGE REVERSERS, STRAIGHT LINE

\*HUEBNER Laboratories, 305 E. 46th St., New York 17

## IMAGE REVERSING LENSES, STRAIGHT LINE

\*HUEBNER Laboratories, 305 E. 46th St., New York 17

## IMPRESSION LEAD, ELECTROTYPERS'

REYNOLDS Metal Co., Reynolds Metal Bldg., Richmond, Va.

## INDEX CUTTING MACHINES

HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
\*LAWSON, E. P., Co., Inc., 426 W. 33d St., New York 1  
MARCY, G. D., 80 Federal St., Boston 10, Mass.  
MULLER, Chas. A., Co., 153 Lafayette St., New York 13  
\*NYGREN-Dahly Co., Inc., 218-230 N. Jefferson St., Chicago 6, Ill.  
\*SOUTHWORTH Machine Co., Inc., 30 Warren Ave., Portland, Me.

## INDEX TABS

\*AIGNER, G. J., Co., 503 S. Jefferson St., Chicago 7  
BRUCKHARDT Company, 347 W. Larned St., Detroit 26, Mich.  
DENNISON Manufacturing Co., Framingham, Mass.  
ELBE File & Binder Co., 649 Alden St., Fall River, Mass.  
MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, Ill.

## INK MEASURING MACHINES

LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16, N. Y.

## INK MILLS, MIXING MACHINES

DAY, J. H., Co., The, 1144 Harrison Ave., Cincinnati  
EXCELLO Machine Co., 1615 College Ave., S. E., Grand Rapids 7, Mich.  
KENT Machine Works, Inc., 37 Gold St., Brooklyn  
LEHMAN, J. M., Co., Inc., 248 W. Broadway, New York, N. Y.  
READ Machinery Co., Inc., York, Pa.  
ROSS, Charles, & Son Co., 148 Classon Ave., Brooklyn

## INK PANS AND BULBS, RULING MACHINE

HICKOK, W. O., Manufacturing Co., Ninth & Cumberland Sts., Harrisburg, Pa.  
\*MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

## INK SKINNING, ANTI, COMPOUND

ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 16, N. Y.  
BRANZELL Co., 2227 Walnut, St. Louis 3, Mo.  
MONOGRAM Co., 150-152 N. Fifth St., Philadelphia 6  
\*TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.  
ULLMAN, Sigmund, Co., Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.

## INK TANKS

HOE, R. & Co., Inc., 910 E. 138th St., New York 34

## INKED RIBBONS

UNDERWOOD Elliott Fisher Co., 1 Park Ave., New York 16, N. Y.

## INK ADJUSTING COMPOUNDS

ACME Printing Ink Co., 1315 W. Congress St., Chicago 7, Ill.  
 AMERICAN Printing Ink Co., Div. Sun Chemical Corp., 2314 W. Kinzie St., Chicago 12, Ill.  
 ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16  
 ARTCO Printing Ink Corp., 1715 W. Canal St., Milwaukee 3, Wis.  
 ARTCRAFT Ink Co., 333 N. Diamond St., New Orleans 13, La.  
 BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
 BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass.  
 BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6  
 BRAZNEILL Co., 2227 Walnut St., St. Louis 3, Mo.  
 BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 13, Ohio  
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.  
 CAMDEN Ink & Color Co., 1001 Market St., Camden, N. J.  
 CARLSON, John P., Inc., 420 Carroll St., Brooklyn 15  
 CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47, Ill.  
 CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.  
 EAGLE Printing Ink Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 FINNE-DETTRICK, Inc., 333 Hudson St., New York 13, N. Y.  
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.  
 HILL-Hentschell Co., 3928 Clayton Ave., St. Louis 11  
 HUBER, J. M., Inc., 460 W. 34th St., New York 1  
 INCO Co., 1426 W. Third St., Cleveland 12, Ohio  
 INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.  
 INK & Chemical Co., Inc., 507 Fifth Ave., New York 17  
 JOHNSON, Charles Ene, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.  
 KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.  
 LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17, N. Y.  
 MC CUTCHEON Bros. & Quality, Inc., 1130 Callowhill St., Philadelphia, Pa.  
 MEINERS, Bernhard, Inc., 49 Murray St., New York 7  
 MESSEROLE, Edward D., Co., 245 7th Ave., New York OKIE, F. G., Inc., 247 S. Third St., Philadelphia 6, Pa.  
 PERFECTION Products Co., 116 Earl St., Rochester 11, N. Y.  
 PACIFIC Coast Div. Sun Chemical Corp., 1425 Folsom St., San Francisco 3, Cal.  
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.  
 ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.  
 SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.  
 SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.  
 SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.  
 SUN Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.  
 TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.  
 ULLMAN, Sigmund, Co., Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.  
 WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.  
 WINSLOW Ink Corp., 124 White St., New York 13

★KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N. Piche St., Kalamazoo 45, Mich.  
 KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.  
 LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17, N. Y.  
 MC CUTCHEON Bros. & Quality, Inc., 1130 Callowhill St., Philadelphia, Pa.  
 MEINERS, Bernhard, Inc., 49 Murray St., New York 7  
 MESSEROLE, Edward D., Co., 245 7th Ave., New York OKIE, F. G., Inc., 247 S. Third St., Philadelphia 6, Pa.  
 PERFECTION Products Co., 116 Earl St., Rochester 11, N. Y.  
 PACIFIC Coast Div. Sun Chemical Corp., 1425 Folsom St., San Francisco 3, Cal.  
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.  
 ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.  
 SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.  
 SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.  
 SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.  
 SUN Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.  
 TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.  
 ULLMAN, Sigmund, Co., Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.  
 WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.  
 WINSLOW Ink Corp., 124 White St., New York 13

## INK, DRY COLORS

CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.  
 EAGLE Printing Ink Co., Div. General Printing Ink Co., 100 Sixth Ave., New York 13, N. Y.  
 INK & Chemical Co., 507 Fifth Ave., New York 17  
 JOHNSON, Charles Ene, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.  
 MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.  
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.  
 ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.  
 SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.  
 SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.  
 SUN Chemical & Color Co., Div. Sun Chemical Corp., 309 Sussex St., Harrison, N. J.

## INK REDUCERS

(See Ink Adjusting Compounds)

## INKS—SPECIAL

1 Anilin  
 2 Bread Wrapper  
 3 Bronze, Dry  
 4 Carbonizing (false Spot)  
 5 Carton, Paper Box  
 6 Cellulose Sealing Ink  
 7 Cold-Set  
 8 Color Comic  
 9 Decalcomania  
 10 Duplicator Inks  
 11 Film—Staging, Topping, etc.  
 12 Fluorescent  
 13 Food-Mark  
 14 Hectograph  
 15 Indefinite for Stencil Marking  
 16 Invisible  
 17 Metal Decorating  
 18 Numbering Machine  
 19 Opaquing, Photo Film  
 20 Parchment (Hot Wax)  
 21 Perfumed  
 22 Pigments, Aluminum  
 23 Pyroplastic (Rubber Base)  
 24 Soap Wrapper  
 25 Special Purpose  
 26 Steam Set  
 27 Stereotype Casting  
 28 Transfer  
 29 Water Color  
 30 Water-Set  
 31 Watermark  
 1 2 3 4 5 6 7 8 9 10 11  
 12 13 14 15 16 17 18 19 20 21 22  
 23 24 25 26 27 28 29 30 31  
 ACME Printing Ink Co., 1315 W. Congress St., Chicago 7, Ill.  
 3 4 17 18 8 9 21  
 29  
 ALUMINUM Co. of America, 801 Gulf Bldg., Pittsburgh 19, Pa.  
 22  
 AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8, N. Y.  
 18  
 AMERICAN Printing Ink Co., Div. Sun Chemical Corp., 2314 W. Kinzie St., Chicago 12, Ill.  
 5 17 20 10  
 24 26  
 ARTCO Printing Ink Corp., 1715 W. Canal St., Milwaukee 3, Wis.  
 1 15 17 20 21  
 ARTCRAFT Ink Co., Inc., 333 N. Diamond St., New Orleans 13, La.  
 2 14 4 5 8 10

## INK DRIERS

ACME Printing Ink Co., 1315 W. Congress St., Chicago 7, Ill.  
 AMERICAN Printing Ink Co., Div. Sun Chemical Corp., 2314 W. Kinzie St., Chicago 12, Ill.  
 ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16  
 ARTCO Printing Ink Corp., 1715 W. Canal St., Milwaukee 3, Wis.  
 ARTCRAFT Ink Co., Inc., 333 N. Diamond St., New Orleans 13, La.  
 BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6  
 BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
 BRAZNEILL Company, Inc., 2227 Walnut St., St. Louis 3, Mo.  
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.  
 CARLSON, John P., Inc., 420 Carroll St., Brooklyn 15  
 CHEMICAL Color & Supply Co., Div. General Printing Ink Corp., 547 S. Clark St., Chicago 5, Ill.  
 CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.  
 CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.  
 DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5  
 EAGLE Printing Ink Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 FINNE-DETTRICK, Inc., 333 Hudson St., New York 13  
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.  
 HELMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N. Y.  
 HERRICK, Wm. C., Ink Co., Inc., Maple St. & Erie R. R., East Rutherford, N. J.  
 HILL-Hentschell Co., 3928 Clayton Ave., St. Louis 11  
 HUBER, J. M., Inc., 460 W. 34th St., New York 1  
 INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.  
 INK & Chemical Co., Inc., 507 Fifth Ave., New York 17  
 JOHNSON, Charles Ene, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.

1 2 3 4 5 6 7 8 9 10 11  
 12 13 14 15 16 17 18 19 20 21 22  
 23 24 25 26 27 28 29 30 31  
 ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3  
 19  
 BAER Bros., 438 W. 37th St., New York 18, N. Y.  
 3  
 BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass.  
 2 5  
 BOTH, O. A., Corp., 114 Pearl St., Boston, Mass.  
 3  
 BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6  
 13 18 8 9 10  
 31  
 BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
 1 2 4 5 17 8 9 10  
 13 14 15 16 28 29 31  
 23 25 28 29 31  
 BRAZNEILL Co., 2227 Walnut St., St. Louis 3, Mo.  
 3 5 9  
 17  
 BROWN Lindsay Paint Co., 2601 W. Grand Ave., Chicago 12, Ill.  
 9  
 BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 15, Ohio  
 3 4  
 17 20  
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.  
 1 2 3 4 5 17 18 8 9 10  
 12 13 14 15 17 18 20 21  
 CAPITOL Printing Ink Co., 821 Third St., Des Moines 1, Iowa  
 3  
 CARLSON, John P., Inc., 420 Carroll St., Brooklyn 15  
 13 14 17 18 8 9 20 21  
 29  
 CHEMICAL Color & Supply Co., Div. General Printing Ink Corp., 547 S. Clark St., Chicago 5, Ill.  
 3  
 CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicago 6, Ill.  
 2  
 CONSOLIDATED Printing Ink Co., 481 N. Griggs St., St. Paul 4, Minn.  
 18 8 20 21  
 CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W. Cleveland 13, Ohio  
 19  
 CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.  
 1 13 17 19 20 21  
 28  
 CROWE Printing Ink Co., 724 N. 3d St., Philadelphia 23, Pa.  
 2 17 20  
 26 11  
 BEN DAY, Inc., 118 E. 28th St., New York 16, N. Y.  
 19  
 DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5  
 12 19  
 EAGLE Printing Ink Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 3 5 9 10 21  
 24 25 26 17 29  
 EASTMAN Kodak Co., Rochester 4, N. Y.  
 12 19 11  
 FINNE-DETTRICK, Inc., 333 Hudson St., New York 13  
 1 4 17 19 20  
 29  
 FLINT, Howard, Ink Co., Clark Ave. & M. C. R. R., Detroit 9, Mich.  
 17 8 10 20 21  
 29  
 FORCE, Wm. A., & Co., Inc., 107 Worth St., New York 13, N. Y.  
 18  
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 24 26 28 31  
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.  
 3 17 18 9 20 21  
 28 29  
 GOTHAM Ink & Color Co., 5-19 47th Ave., Long Island City 1, N. Y.  
 1 5 17 20  
 25  
 GUTHRIE Ceramic & Labelling Machine Co., 424 Pitt St., Windsor, Ontario, Can.  
 23  
 HELMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N. Y.  
 9 11  
 18 21  
 28 29  
 HERRICK, Wm. C., Ink Co., Inc., Maple St. & Erie R. R., East Rutherford, N. J.  
 8  
 HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.  
 18

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
HILL-Hentschel Company, 3928 Clayton Ave., St. Louis 10, Mo.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*HUBER, J. M., Inc., 460 W. 34th St., New York 1

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St., Chicago 16, Ill.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
INCO Company, 1426 W. Third St., Cleveland 13, O.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
INK & Chemical Co., Inc., 507 Fifth Ave., New York 17, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
JOHNSON, Charles Eneu, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
MATTHEWS, Jas. H., & Co., 3950 Forbes St., Pittsburgh 13, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
MAYER, Robert, Co., Inc., 1107 Grand St., Hoboken, N. J.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
MC CUTCHEON Bros. & Quality, Inc., 1130 Callowhill St., Philadelphia, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
MEINERS, Bernhard, Inc., 49 Murray St., New York 7

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, Ill.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
MORRILL, Geo. H., & Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
OHIO Bronze Powder Co., 1120 E. 152d St., Cleveland 10, Ohio

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
OHIO Ink Laboratories, 308 Main St., Cincinnati 2

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
OKIE, F. G., Inc., 247 S. Third St., Philadelphia 6, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
PACIFIC Coast Div. Sun Chemical Corp., 1425 Folsom St., San Francisco 3, Cal.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
PAYSON'S Indelible Ink Co., Northampton, Mass.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
PEERLESS Roll Leaf Co., 4511 New York Ave., Union City, N. J.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
POPE & Gray, Inc., 95 Morton St., New York 14, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
REDIMAT Co., St. Petersburg, Fla.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*ROBERTS Numbering Machine Co., 694 Jamaica Ave., Brooklyn 8, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41 E. 42d St., New York 17, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati 10, Ohio

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
STOKES, A., Co., Hudson, Ohio

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
ULLMAN, Sigmund, Co., Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.

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23 24 25 26 27 28 29 30 31  
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
FLINT, Howard, Ink Co., Clark Ave., & M. C. R. R. Detroit 9, Mich.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
GOTHAM Ink & Color Co., 5-19 47th St., Long Island City 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
GRADY & Neary Ink Co., 117 W. Harrison St., Chicago 5, Ill.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
HELMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
HERRICK, Wm. C., Ink Co., Maple St. & Erie R. R., Rutherford, N. J.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*HUBER, J. M., Inc., 460 W. 34th St., New York 1

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St., Chicago 16, Ill.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
INCO Company, 1426 W. Third St., Cleveland 13

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
INK & Chemical Co., Inc., 507 Fifth Ave., New York 17, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
JOHNSON, Charles Eneu, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
\*KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
KOHL and Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31  
LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17, N. Y.</

1 2 3 4 5 6 7 8 9 10 11  
12 13  
★SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.  
1 3 7 8 9 11  
13  
STEEL City Printing Ink Co., 2 Penn Ave., Pittsburgh 22, Pa.  
2 7 9  
STOKES, A. Co., Hudson, Ohio  
2 8  
SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.  
1 3 7 8 9  
★TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.  
1 2 3 5 7 8 9  
13  
ULLMAN, Sigmund, Company, Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.  
1 2 3 5 6 7 8 9  
13  
WILSON, W. D., Printing Ink Co., 3-38 46th Ave., Long Island City 1, N. Y.  
1 6 7  
13  
WINSLOW Ink Corp., 124 White St., New York 13 7 9

## INK VARNISHES AND LACQUER

1 Lacquer  
2 Varnish  
1 2  
ACME Printing Ink Co., 1315 W. Congress St., Chicago 7, Ill.  
2  
ALLIED Finishing Specialties Co., 2610 W. Grand Ave., Chicago 12, Ill.  
1  
AMERICAN Printing Ink Co., Div. Sun Chemical Corp., 2314 W. Kinzie St., Chicago 12, Ill.  
2  
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16 Orleans 13, La.  
2  
ARTCRAFT Ink Co., Inc., 333 N. Diamond St., New Orleans 13, La.  
2  
BAER Bros., 439 W. 37th St., New York 18, N. Y.  
2  
BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6  
2  
BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
2  
BRAZELL Co., Inc., 2227 Walnut St., St. Louis 3, Mo.  
2  
BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 15, Ohio  
2  
CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.  
2  
CARLSON, John P., Inc., 420 Carroll St., Brooklyn 15  
2  
CHEMICAL Color & Supply Co., Div. General Printing Ink Corp., 547 S. Clark St., Chicago 3, Ill.  
2  
CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicago 6, Ill.  
2  
★CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.  
2  
DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5  
2  
DU PONT, E. I., de Nemours & Co., Wilmington, Del.  
2  
EAGLE Printing Ink Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
2  
FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
2  
★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.  
2  
GOTHAM Ink & Color Co., 5-19 47th St., Long Island City 1, N. Y.  
2  
HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N. Y.  
2  
HILL-Henschel Co., 3928 Clayton Ave., St. Louis 11  
2  
HILO Varnish Corp., 56 Stewart Ave., Brooklyn 6  
2  
★HUBER, J. M., Inc., 460 W. 34th St., New York 1  
2  
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St., Chicago 16, Ill.  
2  
INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.  
2  
INK & Chemical Co., Inc., 507 Fifth Ave., New York 17  
2  
INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.  
2  
JOHNSON, Chas. Eneu, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.  
2  
★KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.  
2  
KOHL and Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.  
2

1 2  
LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17, N. Y.  
2  
MC CUTCHEON Bros. & Quality, Inc., 1130 Callowhill St., Philadelphia, Pa.  
2  
MEINERS, Bernhard, Inc., 49 Murray St., New York 7  
2  
MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.  
2  
OKIE, F. G., Inc., 247 S. Third St., Philadelphia 6, Pa.  
2  
PACIFIC Coast Div. Sun Chemical Corp., 1425 Folsom St., San Francisco 3, Cal.  
2  
PECK, James L., 47 High St., West Orange, N. J.  
2  
POPE & Gray, Inc., 95 Morton St., New York 14, N. Y.  
2  
ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.  
2  
ROOSEN, H. D., Company, Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.  
2  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.  
2  
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.  
2  
★SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.  
2  
SUN Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
2  
SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.  
2  
ULLMAN, Sigmund, Co., Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.  
2  
WILSON, W. D., Printing Ink Co., 3-38 46th Ave., Long Island City 1, N. Y.  
2  
WINSLOW Ink Corp., 124 White St., New York 13 2

## INSERTING MACHINES

BARLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.  
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.  
★DEXTER Folder Co., Pearl River, N. Y.  
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.  
★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

## JIG SAWS AND DRILLING MACHINES

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.  
GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
HOE, R. & Co., Inc., 910 E. 138th St., New York 54  
MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.  
PIONEER Mfg. Co., 1212 Jackson St., Toledo, Ohio  
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio  
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.  
ROYLE, John, & Sons, 10 Essex St., Paterson 3, N. J.  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

## JOGGING MACHINES

★ABRAMS, M. L., Co., 1639 Superior Ave., N. E., Cleveland, Ohio  
BRACKETT Stripping Machine Co., 503 Jackson St., Topeka, Kan.  
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.  
MACK Specialties Co., 18 E. Fourth St., Cincinnati 2  
MAXSON Automatic Machinery Co., Westerly, R. I.  
★SOUTHWORTH Machine Co., 30 Warren Ave., Portland 3, Me.  
★SYNTRON Company, 375 Lexington Ave., Homer City, Pa.  
★UNIVERSAL Jogger Co., 1627 Washington Ave., Minneapolis, Minn.

## KNIVES, INK

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
HOE, R. & Co., Inc., 910 E. 138th St., New York 54  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.

## KNIVES, MAKEREADY, OVERLAY

CRONITE Co., Inc., 35 Park Place, New York 7, N. Y.  
HOE, R. & Co., Inc., 910 E. 138th St., New York 54  
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.  
NAZ-Dar Company, 469 Milwaukee Ave., Chicago 10  
PECK, James I., 47 High St., West Orange, N. J.  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.  
STANLEY Electric Tools, New Britain, Conn.

KNOTTING, LOOPING, AND STRINGING MACHINES  
(See Tag Machinery)

## KODACHROME FILM CLEANER

MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11  
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

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## LABELING MACHINES

GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.  
GUMMED Tape & Devices Co., 1318 Sixtieth St., Brooklyn, N. Y.  
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.  
KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N. Y.  
NEW Jersey Machine Corp., 15th St. & Willow Ave., Hoboken, N. J.  
POTDEVIN Machine Co., Inc., 1226 38th St., Brooklyn 18, N. Y.  
REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago  
STOKES & Smith Co., Frankford Ave., Philadelphia

LACQUER SPRAYING EQUIPMENT  
(See Bordering, etc.)

## LAMINATING MACHINES

ALTAIR Mch. Corp., 55 Vandam St., New York  
CAMERON Machinery Co., 59 Poplar St., Brooklyn  
★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.  
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City, N. Y.  
HENSCHEL, C. B., Mfg. Co., 229 W. Mineral St., Milwaukee, Wis.  
HUDSON-Sharp Machine Co., Green Bay, Wis.  
KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N. Y.  
MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston  
PARRY, Samuel R., Machine Co., 222 Mill St., Rochester, N. Y.  
POTDEVIN Machine Co., 1226 38th St., Brooklyn 18  
★ROTOGRAVURE Engineering Corp., Subsidiary Miller Printing Mch. Co., Empire State Bldg., New York 1, N. Y.  
STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.  
TABER Instrument Corp., 111 Goundry St., N. Tonawanda, N. Y.  
WALDRON, John, Corp., New Brunswick, N. J.

## LAYOUT, POSITIONING PAPER

★CROMWELL Paper Co., The, 4801 S. Whipple St., Chicago 32, Ill.  
KEUFFEL & Esser Company, 300 Adams St., Hoboken.  
RULEX Type Corp., 549 S. Wells St., Chicago, Ill.

## LENS CLEANER

★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
EASTMAN Kodak Co., Rochester 4, N. Y.  
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

## LENSES, MIRRORS, PRISMS

BACHE, Semon, & Co., 636 Greenwich St., New York 14, N. Y.  
BAUSCH & Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.  
CHEMCO Photoproducts Company, 230 W. 41st St., New York 18, N. Y.  
★DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
EASTMAN Kodak Co., Rochester 4, N. Y.  
GENERAL Scientific Corp., 4829 S. Kedzie Ave., Chicago 32, Ill.  
GOERZ American Optical Co., 317 E. 34th St., New York 16, N. Y.  
LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago, Ill.  
ROBERTSON, R. R., 400 W. Madison St., Chicago 6  
SULLEBARGER, E. T., Co., 110 Fulton St., New York 7, N. Y.  
WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

LIFTS, PAPER, FEEDER  
(See Feeder Paper Lifts)

J

K

## LIGHTING UNITS

ANALYTE Instruments, Inc., 15 Ward St., Bloomfield, N. J.  
 BENJAMIN Electric Mfg. Company, Des Plaines, Ill.  
 CURTIS Lighting, Inc., 6135 W. 65th St., Chicago 38  
 FOSTORIA Pressed Steel Corp., Fostoria, Ohio  
 GENERAL Electric Co., Nela Park, Cleveland 12, Ohio  
 GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16  
 MACBETH Daylighting Co., 227 W. 17th St., New York 11, N. Y.  
 MILLER Company, 99 Center, Meriden, Conn.  
 SYLVANIA Electric Products Inc., 500 Fifth Ave., New York 18, N. Y.  
 WABASH Appliance Corp., 345 Carroll St., Brooklyn 31, N. Y.  
 WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa.

## LOCKUP, PLATE, INSTANTANEOUS

HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 SPEEDY Machinery Co., 1477 S. W. 3rd St., Miami 35, Fla.

LOOPING MACHINES  
(See TAG MACHINERY)

## LOOSE-LEAF BINDERS, PARTS, INDEXES AND SYSTEMS

ACCO Products, Inc., 39-08 24th St., Long Island City 1, N. Y.  
 AIGNER, F. J., Company, 503 S. Jefferson St., Chicago 7, Ill.  
 BUCHAN Loose Leaf Records Co., Clifton Heights, Pa.  
 BURKHARDT Company, 347 W. Larned St., Detroit 26, Mich.  
 ELBE File & Binder Co., 649 Alden Street, Fall River, Mass.  
 ELLINGSWORTH Mfg. Co., 200 S. Peoria St., Chicago 7, Ill.  
 GENERAL Binding Corporation, 812 W. Belmont Ave., Chicago 14, Ill.  
 GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.  
 HEINN Company, 326 W. Florida St., Milwaukee 4  
 LEFAX Inc., 9th & Sansom Sts., Philadelphia 7, Pa.  
 NELSON-Krause Loose Leaf Co., 224 W. Superior St., Chicago 16, Ill.  
 SHEPPARD, C. E. Co., 4401 21st St., Long Island City 1, N. Y.  
 SMITH, S. K., Company, 2857 N. Western Ave., Chicago 18, Ill.  
 SPEED Products Co., 37-18 Northern Blvd., Long Island City 1, N. Y.  
 TENACITY Mfg. Co., The, Lockland, Cincinnati 15

## LUBRICANTS, OILS, GREASES

ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16  
 COOK'S, Adam, Sons, Inc., 5 N. Stiles St., Linden, N. J.  
 FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.  
 FISKE Brothers Refining Co., Lubriplate Div., 129 Lockwood St., Newark 3, N. J.  
 GULF Oil Corporation, Gulf Building, Pittsburgh 30  
 LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.  
 PECK, James I., 47 High St., West Orange, N. J.  
 PURE Oil Co., 35 E. Wacker Drive, Chicago 1, Ill.  
 SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.  
 SUPERIOR Flake Graphite Co., 33 S. Clark St., Chicago 3, Ill.

## LUBRICATING EQUIPMENT

BIJUR Lubricating Corp., 43-01 22nd St., Long Island City 1, N. Y.  
 BOWSER, Inc., 1302 Creighton Ave., Ft. Wayne 2, Ind.  
 RIVETT Lathe & Grinder, Inc., 20 Riverview Rd., Boston, Mass.



## MACERATING MACHINES

HOOPER, F. X., Company, Inc., Glen Arm, Md.  
 YOUNG Engineering Co., 2749 N. Janssen Ave., Chicago 14, Ill.

## MAGNIFYING, REDUCING GLASSES

BACHE, Semon, & Co., 636 Greenwich St., New York 14, N. Y.  
 BAUSCH & Lomb Optical Co., 685 St. Paul St., Rochester, N. Y.  
 DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
 GLOGAU & Co., 538 South Clark St., Chicago 5, Ill.  
 GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16  
 LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.  
 MERIX Chemical Company, 712 Wrigley Bldg., Chicago 11, Ill.  
 ORTLIEB Machinery Co., 3818 Laclede Ave., St. Louis 8  
 OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.  
 PAGE, Robert R., 41 Union Square, New York 3, N. Y.  
 STANLEY Electric Tools, New Britain, Conn.  
 ZEISS, Carl, Inc., 485 Fifth Ave., New York, N. Y.

## MAILING WRAPPER PASTING DEVICES

CHESHIRE Mailing Machines, 1415 Altgeld St., Chicago 14, Ill.  
 DICK Mailer, The, 137 Tupper St., Buffalo 1, N. Y.  
 NASHUA Package Sealing Co., Inc., Nashua, N. H.  
 PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

## MALLET

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 IRWIN Manufacturing Co., Garland 1, Pa.  
 THOMPSON Cabinet Co., Ludington, Mich.

## MARBLING EQUIPMENT

GANE Brothers & Lane, Inc., 1335 W. Lake St., Chicago 7, Ill.

## MARKING MACHINES

COXHEAD, Ralph, Co., 333 Sixth Ave., New York  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 IDEAL Industries, Inc., 5065 Park Ave., Sycamore, Ill.  
 IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.  
 MARKEM Machine Co., Keene, N. H.  
 MARSH Stencil Co., 707 E. B St., Belleville, Ill.  
 MATTHEWS, Jas. H., & Co., 3950 Forbes St., Pittsburgh 13, Pa.  
 MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, Ill.  
 OLSEN Mark Corporation, 124 White St., New York 13, N. Y.  
 ROBERTS Numbering Machine Co., 694 Jamaica Ave., Brooklyn 8, N. Y.  
 STAFFORD Engraving Co., 848 N. Meridian St., Indianapolis 6, Ind.

## MARKING MACHINE, ROTOGRAVURE CYLINDER

HOE, R., & Co., Inc., 910 E. 138th St., New York 54

## MATRIX DRYING CABINET

HOE, R., & Co., Inc., 910 E. 138th St., New York 54

## MATRIX PAPERS

ALBEMARLE Paper Mfg. Co., The, Box 2189, Richmond, Va.  
 CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
 STANDARD Paper Mfg. Co., First & Hull Sts., Richmond, Va.  
 WRENN Paper Co., Middletown, Ohio

## MAT ROLLERS

AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 6, N. J.  
 DUPLEX Printing Press Co., Battle Creek, Mich.  
 GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 MAT-O-Cast Mfg. Co., 6444 S. Wolcott Ave., Chicago  
 NOLAN Mfg. Corp., 1333 E. Dominick St., Rome, N. Y.  
 SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. Y.  
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.  
 STEREO TYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.

## MATS, STEREO TYPE, DRY

AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 6, N. J.  
 BEVERIDGE Paper Co., 717 W. Washington, Indianapolis 4, Ind.  
 BURGESS Cellulose Co., Freeport, Ill.  
 CERTIFIED Dry Mat Corp., 9 Rockefeller Plaza, New York 20, N. Y.  
 CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
 DORSEY'S Printers Supply Co., Inc., 125 Pontotoc, Memphis, Tenn.  
 FLEXIDRY Dry Mat Co., 25 E. 26th St., New York  
 RAPID Electrotape Co., McMicken Ave. & Race St., Cincinnati, Ohio  
 STEREO TYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.  
 WOOD Flong Corp., 551 Fifth Ave., New York 17

## MAT TRIMMERS

COES, Loring Co., 72 Coes St., Worcester, Mass.  
 GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles, Cal.  
 STA-HI Corporation, 1020 Crocker St., Los Angeles  
 WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

## METAL AND METAL FLUX

BELMONT Smelting & Refining Works, Inc., 330 Belmont Ave., Brooklyn 7, N. Y.  
 BLATCHFORD, E. W. Co., 63 Park Row, New York 7  
 DIVISION Lead Co., 836 W. Kinzie St., Chicago 22  
 EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N. Y.  
 FARRELOU Company, 1243-45 N. 26th St., Philadelphia 21, Pa.  
 FEDERATED Metals Div. American Smelting & Refining Co., 2230 Indianapolis Blvd., Whiting, Ind.

FINN, John, Metal Works, Inc., 384 Second St., San Francisco, Cal.  
 GARDINER Metal Co., 4820 S. Campbell St., Chicago 32, Ill.  
 ILLINOIS Zinc Co., 2959 W. 47th St., Chicago 32, Ill.  
 IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50, Ill.  
 KANSAS City Smelting Co., 2215 Guinotte Ave., Kansas City 1, Mo.  
 KELLY Metal Corp., Humboldt and Calyer Sts., Brooklyn, N. Y.  
 MERCHANT & Evans Co., 2035 Washington Ave., Philadelphia, Pa.  
 METALS Refining Co., Box 309, Hammond, Ind.  
 MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.  
 NATIONAL Lead Company, 111 Broadway, New York 6, N. Y.  
 PITTSBURGH White Metal Co., 3116 Penn Ave., Pittsburgh, Pa.  
 UNITED American Metals Corp., Corner Calyer & Diamond Sts., Brooklyn 22, N. Y.  
 VALENTI Metal Corp., 985 Grand St., Brooklyn, N. Y.

## METAL MOLDS

IMPERIAL Type Metal Co., 1800 So. 54th Ave., Chicago 50, Ill.  
 MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.  
 UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.

## METAL POTS

ACME Electric Heating Co., 1217 Washington St., Boston 10, Mass.  
 DUPLEX Printing Press Co., Battle Creek, Mich.  
 ELECTRIC Heating Co., 8616 Madison Ave., South Gate, Cal.  
 GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 INDEPENDENT Electric Machinery Co., Inc., 300 Southwest Blvd., Kansas City, Mo.  
 IRON Fireman Mfg. Co., 3170 W. 106 St., Cleveland 11, Ohio  
 INTERTYPE Corp., 360 Furman St., Brooklyn, N. Y.  
 KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore 2  
 LINOTYPE Parts Co., Weatherly, Pa.  
 LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.  
 MARGACH Mfg. Co., Inc., 82 Beekman St., New York  
 MONOMELT Co., 1611 Polk St., N. E., Minneapolis 13, Minn.  
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

## METAL, DUMPED, SEPARATORS

UNITED American Metals Corp., Corner Calyer & Diamond Sts., Brooklyn 22, N. Y.

## MITERING MACHINES

AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.  
 CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.  
 WALLIN Mfg. Co., 2035 S. 10th St., Omaha 8, Neb.

## MOLDING PRESSES, DIRECT PRESSURE, LEAD, MATS, PLASTIC, WAX

GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
 HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
 LAKE Erie Engineering Corp., Riverview & Woodward Aves., Buffalo 17, N. Y.  
 MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.  
 NOLAN Machinery Corp., 1333 E. Dominick St., Rome, N. Y.  
 OSTRANDER Seymour Co., 4705 Arthington St., Chicago 44, Ill.  
 STEROTEX Machinery Co., Box 167, Stamford, Conn.  
 STEREO TYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.  
 WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

## MOLESKIN AND MOLLETON

BEST, Edward H., & Co., 224 Purchase St., Boston  
 CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 GODFREY Roller Co., 215 N. Camac St., Philadelphia, Pa.  
 ROBERTS & Porter, Inc., 402 S. Market St., Chicago  
 SENEIDER Co., Inc., 32 Greene St., New York 13  
 SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.  
 SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

## MORTISER, TYPE

ROUSE, H. B., & Co., 2114 N. Wayne Ave., Chicago 14, Ill.

## MOTORS, CONTROLS, DRIVES

ALLIS-Chalmers Mfg. Co., Milwaukee 1, Wis.  
 ALLIS, Louis, Co., 427 B. Stewart St., Milwaukee 7

CENTURY Electric Co., 1806 Pine St., St. Louis 3, Mo.  
CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee  
EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21, Mo.  
FAIRBANKS Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.  
GENERAL Electric Co., 1 River Road, Schenectady 3, N. Y.  
HORTON Mfg. Co., 3016 University Ave., S. E., Minneapolis, Minn.  
★KIMBLE Electric Division, Michle Printing Press & Mfg. Co., 2005 Hastings St., Chicago 8, Ill.  
KOHLER Systems Co., The, 400 W. Madison St., Chicago, Ill.  
LINK-Belt Co., 307 N. Michigan Blvd., Chicago 1  
LINOTYPE Parts Company, Main & Hudsonale, Weatherly, Pa.  
★MERGENTHALER Linotype Company, 29 Ryerson St., Brooklyn 5, N. Y.  
MONITOR Controller Co., 51 S. Gay St., Baltimore 2  
NORTHWESTERN Electric Co., 408 S. Hoyne Ave., Chicago 12, Ill.  
OILGEAR Co., 1403 West Bruce St., Milwaukee 4  
REEVES Pulley Co., 1227 Seventh St., Columbus, Ind.  
RELINANCE Electric & Engineering Co., 1088 Ivanhoe Rd., Cleveland, Ohio  
ROCKWOOD Mfg. Co., 1801 English Ave., Indianapolis 6, Ind.  
WAGNER Electric Corporation, 6400 Plymouth Ave., St. Louis 14, Mo.

### MULTIPLE NEGATIVE MACHINES

★LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
WATERWORTH Eng. & Mfg. Co., 2329 Troy St. Dayton 3, Ohio



### NAILING MACHINES

GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
WESSEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

### NAILS, BLOCKING (BRADS)

AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland 13, Ohio  
GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

### NEGATIVE AND PRINT DRYING CABINETS

★DOUTHITT Corp., 650 W. Baltimore Ave., Detroit 2, Mich.  
MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11  
SIMPLEX Specialty Co., 116 W. 14th St., New York 11

### NEGATIVE CABINETS

ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich.  
CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.  
★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
★ROBERTSON, R. R., 400 W. Madison St., Chicago 8

### NEWSPAPER COLOR ATTACHMENTS

GOSS Printing Press Co., 1335 S. Paulina St., Chicago 8, Ill.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★SCOTT, Walter, & Co., Plainfield, N. J.  
WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

### NEWSPAPER FILES AND RACKS

EQUIPTO Div. Aurora Eqp. Co., Aurora, Ill.  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.  
THOMPSON Cabinet Co., Ludington, Mich.

### NEWSPAPER HEADING MATS

IMPRINT Matrix Co., Moravian Falls, N. C.

### NEWSPAPER AND MAGAZINE REELS, TENSIONS

CAMERON Machine Co., 61 Poplar St., Brooklyn 2  
CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
GOSS Printing Press Co., The, 1335 S. Paulina St., Chicago 8, Ill.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
★KOHLE System Co., 159 E. Chicago Ave., Chicago 11  
★SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J.  
WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

### NITRAZINE PAPER, GRAVURE

SQUIBB & Sons, E. R., 745 Fifth Ave., New York 22

### NUMBERING MACHINES

(See Counters, Daters, etc.)



### OFFSET DIRECT PROJECTION MACHINES

★HUEBNER Laboratories, 305 E. 46th St., New York 17, N. Y.  
★LANSTON Monotype Machine Co., 24th & Locust, Philadelphia 3, Pa.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

### OFFSET-LITHOGRAPHIC SUPPLIES

ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 16, N. Y.  
ANSO, 40 Charles St., Binghamton, N. Y.  
BAUMGARDNER, H. K., Sales & Service Co., 1935 Euclid Ave., Cleveland 15, Ohio  
BRADEN-Surphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
CALIFORNIA Ink Co., 545 Sansome St., San Francisco 11, Cal.  
CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.  
CROKE, Allan B., Co., 163 Oliver St., Boston 10, Mass.  
DOM, G. C., Supply Co., 125 Pearl St., Cincinnati  
★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
FOTOPLATE Co., 32 Oxford St., Newark 5, N. J.  
FUCHS & Lang Mfg. Co., Div. General Printing Ink Corp., 100 Sixth Ave., New York 13, N. Y.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
★INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.  
LE PAGES, Inc., 144 Essex Ave., Gloucester, Mass.  
NORMAN-Willeits Co., 316 W. Washington St., Chicago, Ill.  
PHOTO Litho Plate Graining Co., The, 1207 S. Highland Ave., Baltimore, Md.  
PITMAN, Harold M., Co., 51st Ave. and 33rd St., Chicago 50, Ill.  
★ROBERTS & Porter, Inc., 402 S. Market St., Chicago  
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.  
SENEFELDER Co., The, 32 Greene St., New York 13  
SHERWIN-Williams Co., The, 101 Prospect Ave., Cleveland 1, Ohio  
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N. Y.

### OFFSET REGISTERING CHASE

★LANSTON Monotype Machine Co., 24th & Locust, Philadelphia 3, Pa.

### OFFSET REGISTER RULE

LITHOGRAPHIC Technical Foundation, 220 E. 42nd St., New York 17, N. Y.

### OFFSET-LITHOGRAPHIC PLATE GRAINING

★ALJEN Associates, 1215 Primrose St., Cincinnati 23

### OFFSET-LITHOGRAPHIC PLATE MAKING

★GRAPHIC Arts Corp., Jackson at 11th, Toledo 2

### OVENS, DRYING

HOLLINGSWORTH, William, Machine Co., 227 Holiday St., Baltimore 2, Md.  
POTDEVIN Machine Co., 1226 38th St., Brooklyn 18  
WAGNER, Chas., Litho Mch. Co., Div. National Standard Co., 51 Park Ave., Hoboken, N. J.

### OVERLAYS, MECHANICAL

1 Chalk Relief  
CANTINE, Martin, Co., The, Saugerties, N. Y.  
COLLINS, A. M., Mfg. Co., 226 Columbia Ave., Philadelphia, Pa.  
1  
CRAFTEX Laboratory, 4615 Elston Ave., Chicago 30  
DURO Overlay Process, Box 333, Watford, Wis.  
OLSEN Mark Corp., 124 White St., New York 13  
WALKER-Cameo Overlay Corp., 1374 Massachusetts Ave., Cambridge 38, Mass.



### PACKAGING AND TYING MACHINERY

★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N. Y.  
AMSCO Packaging Machinery, Inc., 31-31 48th Ave., Long Island City 1, N. Y.

ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.  
BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.  
BUNN, B. H., Co., 7605 Vincennes Ave., Chicago 20  
GOAT, Fred, Co., 314 Dean St., Brooklyn 10, N. Y.  
KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N. Y.  
LIBERTY Folder Co., Sidney, Ohio  
MAXSON Automatic Mch. Co., Westerly, R. I.  
PACKAGE Mch. Co., Springfield, Mass.  
POTDEVIN Machine Co., 1242 38th St., Brooklyn 18  
SIGNODE Steel Strapping Co., 2600 N. Western Ave., Chicago, Ill.  
STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.  
STOKES & Smith Co., Inc., Frankford, Philadelphia  
TIE Co., The, Unadilla, N. Y.

### PADDING PRESSES

ADVANCED Products, 202 E. Main St., Ionia, Mich.  
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio  
GROVE, Jacob R., Co., 4024 Brandywine St., N. W., Washington, D. C.  
MAT-O-CAST Mfg. Co., 6444 S. Wolcott Ave., Chicago, Ill.  
★PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.  
SPEEDY Machinery Co., 1477 S. W. Third St., Miami 35, Fla.  
SUTTER, O. W., Mfg. Co., 110 S. Brooke St., Fond du Lac, Wis.

### PAGE FRAMES

RIEHL Galley Lock Co., Inc., 1312 Ontario St., Cleveland 13, Ohio  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago  
SEILER Mfg. Co., 18 W. Main St., Mt. Joy, Pa.

### PAGING AND NUMBERING MACHINES

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
FORCE, Wm. A., & Co., 107 Worth St., New York 13  
HICKOK, W. O., Mfg. Co., Harrisburg, Pa.  
HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N. Y.  
★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.  
★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago

### PAPER CLEANERS, SHEET AND WEB

★DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland 13  
HOE, R., & Co., 910 E. 138th St., New York 54

### PAPER CUTTERS, TRIMMERS AND ACCESSORIES (Also see Roll Leaf Cutters)

1 Automatic Power  
2 Cutting Sticks  
3 Knife Grinders  
4 Knives  
5 Label  
6 Lever  
7 Power Gauge  
8 Power, Hand Clamp  
9 Rotary  
10 Safety Guards  
11 Sheeter, Roll  
1 2 3 4 5 6 7 8 9 10 11  
ACME Wood Type Mfg. Co., 270 Lafayette St., New York 12, N. Y.  
2  
ALTAIR Machinery Corp., 55 Vandam St., New York  
11  
AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.  
ATKINS, E. C. and Co., 402 S. Illinois St., Indianapolis 9, Ind.  
4 9  
★BECK, Charles, Machine Co., 414 N. 13th St., Philadelphia 8, Pa.  
11  
BOLTON, John W., and Sons, Inc., Lawrence, Mass.  
★CHALLENGE Mch. Co., Grand Haven, Mich.  
1 2 3 4 5 6 7 8 9 10  
★CHANDLER & Price Co., 600 Carnegie Ave., Cleveland 3, Ohio  
6 8  
1  
CHAPMAN Knives & Saws, Inc., 504 S. Broadway, St. Louis 2, Mo.  
6 8  
COES, Loring, Co., 72 Coes St., Worcester 3, Mass.  
4  
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
2  
CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.  
6  
★DEXTER Folder Co., Pearl River, N. Y.  
1  
DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 5, Pa.  
4  
FATE-Root-Heath Co., Inc., Plymouth, Ohio  
3  
★HAMILTON Mfg. Co., Two Rivers, Wis.  
2  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
1 2 3 4 5 6 7 8

1 2 3 4 5 6 7 8 9 10 11  
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.

HOOPER, F. X., Co., Inc., Glen Arm, Md.  
IRWIN Mfg. Co., 199 Main St., Garland, Pa.  
JACQUES, John & Son, 93 Webster St., Worcester 3, Mass.

★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.

MC LAUTHLIN, Geo. T., Co., 120 Fulton St., Boston 13, Mass.

MAXSON Automatic Mch. Co., 409 Washington Trust Bldg., Westerly, R. I.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

MISSOURI-Central Type Foundry, 705 E. Murdoch Ave., Wichita 3, Kan.

★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.

OHIO Knife Co., B. & O. R. R. & Dreman Ave., Cincinnati 23, Ohio

PAVYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

POWER Gauges, 304 Hudson St., New York 13, N. Y.

PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

ROBERTSON, R. R., 400 W. Madison St., Chicago

ROBINSON, John T., Co., 1476 River St., Boston 36

ROGERS, Samuel C., & Co., 191 Dutton Ave., Buffalo 11, N. Y.

SANDBERG Mfg. Co., 1949 W. Fulton St., Chicago 12

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.

★SIEBOLD, J. H. & G. B., 47 Watts St., New York 13

★SIMONDS Saw and Steel Co., 470 Main St., Fitchburg, Mass.

SIMONDS Worden White Co., 604 Negley Pl., Dayton 7, Ohio

SMITH & Winchester Mfg. Co., Inc., South Windham, Conn.

SWIGART Knife Grader, 1148 S. Wabash Ave., Chicago 5, Ill.

WAPAKONETA Machine Co., Box 179, Wapakoneta, Ohio

## PAPER-EQUIVALENT SCALE

GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16  
TESTING Machines, Inc., 460 W. 34th St., New York 1, N. Y.  
THWING-Albert Instrument Co., Penn & Pulaski, Philadelphia 44, Pa.

## PAPER LIFTS, FEEDER (See Feeder Paper Lifts)

## PAPER SKIDS AND PLATFORMS

ALL STEEL Welded Truck Corp., 1149 Railroad Ave., Rockford, Ill.  
CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
EQUIPTO Div. Aurora Equipment Co., Aurora, Ill.  
KOHLER System Co., The, 400 W. Madison St., Chicago, Ill.  
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.  
REVOLVATOR Co., 86th St. & Bergen Tpke., North Bergen, N. J.  
SERVICE Caster & Truck Co., The, 620 N. Brownwood Ave., Albion, Mich.  
YALE & Towne Mfg. Co., 4330 Tacony St., Philadelphia, Pa.

## PARCHMENT, SHEEPSKIN

GLOGAU & Co., 538 S. Clark St., Chicago 5, Ill.

## PASTERS, FLYING, FOR PRESSES (See Flying Pastors for Presses)

## PEBBLING MACHINES (See Embossing Machines, Roller)

## PENS, RULING

DREDGE, A., Ruling Pen Co., 350 W. 31st St., New York 1, N. Y.  
HICKOK, W. O., Mfg. Co., 900 Cumberland St., Harrisburg, Pa.  
★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

## PERFORATING MACHINES

CUMMINS Perforator Div., 4740 Ravenswood Ave., Chicago 46, Ill.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5 Ohio  
LAWSON, E. P., & Co., 424 W. 33rd St., New York 1  
LESTER & Wasley Co., The, Norwich, Conn.  
★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago  
★ROSBACK, F. P., Co., 5th and Park Sts., Benton Harbor, Mich.

## PERFORATING, SLITTING and SCORING ATTACHMENTS, PRESS

BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.  
COWAN Pressroom Products, Inc., 1651 Cosmo St., Hollywood 28, Cal.  
DAVIDSON Perforator Co., P. O. Box 1235, New Haven 5, Conn.  
HAMILTON Tool Co., 9th & Hanover, Hamilton, Ohio  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio  
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.  
LESTER & Wasley Co., Inc., 282 Franklin St., Norwich, Conn.  
★NEW Era Mfg. Co., The, 375 Eleventh Ave., Paterson, N. J.  
ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis

## PHOTO-COMPOSING MACHINES

ATLAS Electric Devices Co., 361 West Superior St., Chicago, Ill.  
COXHEAD, Ralph C., Corp., 333 Sixth Ave., New York, N. Y.  
EUREKA Photo-Mechanical Equipment, Inc., 350 W. 31st St., New York, N. Y.  
★HUEBNER Laboratories, 305 E. 46th St., New York 17, N. Y.  
INTERNATIONAL Business Machines Corp., 45 Crook St., Rochester 1, N. Y.  
★LANSTON Monotype Machine Co., 24th & Locust, Philadelphia 3, Pa.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

## PHOTOCOPY EQUIPMENT, PAPER AND CHEMICALS

DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.  
DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
HALOID Co., 2-20 Haloid St., Rochester 3, N. Y.

## PHOTO-IMPOSING SYSTEMS

★LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

## PHOTO-LETTERING MACHINES

COXHEAD, Ralph C., Corp., 333 Sixth Ave., New York, N. Y.  
★HUEBNER Laboratories, 305 E. 46th St., New York 17, N. Y.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

## PHOTOTYPE LETTERS

FOTOTYPE Co., 629 Washington Blvd., Chicago 6

## PLANERS (See Saws and Planers)

## PLATE COATING AND WHIRLING MACHINES

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.  
ATLAS Electric Devices Co., 361 W. Superior St., Chicago, Ill.  
AURORA School of Photo-Engraving, Aurora, Mo.  
BAUMGARDNER, H. K., Sales & Service Co., 1935 Euclid Ave., Cleveland 13, Ohio  
CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.  
CROKE, Allan B., Co., 163 Oliver St., Boston 10  
★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
★LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.  
LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago 10, Ill.  
MOUNT Vernon Presses, Mt. Vernon, N. Y.  
PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago 50, Ill.  
ROBERTSON, R. R., 400 W. Madison St., Chicago 6  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.  
SULLEBARGER, E. T., Co., 110 Fulton St., New York 7  
WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.  
★ZARKIN Machine Co., Inc., 335 E. 27th St., New York, N. Y.

## PLATE MOLDING EQUIPMENT (Rubber and Plastic)

A. A. Manufacturing Co., 1812 S. Main St., South Bend 14, Ind.  
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.  
GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio  
★HEINRICH, H. H., Inc., 200 Varick St., New York 14, N. Y.  
HOE, R. & Co. Inc., 910 E. 138th St., New York 34  
★LAKE Erie Engineering Corp., Riverview & Woodward Ave., Buffalo 17, N. Y.  
★MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.  
STEREOTEX Machinery Co., Box 167, Stamford, Conn.  
UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.

## PLATE MOUNTING DEVICES

1 Patent Base and Tools  
2 Type Metal Base  
1 2  
BLATCHFORD, E. W., Co., 63 Park Row, New York 7  
★CHALLENGE Machinery Co., Grand Haven, Mich.  
★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.  
FEEHRY Engineering Mach. Co., 2317 N. 15th St., Philadelphia 32, Pa.  
★LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.  
★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.  
M & L Typesetting & Electrotyping Co., Inc., 4001 Ravenswood Ave., Chicago 13, Ill.  
★PITT, J. W., Inc., Bath, N. Y.  
PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio  
★ROUSE, H. B. & Co., 2214 N. Wayne Ave., Chicago 14, Ill.  
STA-HI Corporation, 1020 Crocker St., Los Angeles 21  
★UNIQUE Steel Block Co., 304 Chemung St., Waverly, N. Y.  
WARNOCK, W. S., Co., 1524 Jonquil Terrace, Chicago 26, Ill.  
★WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

## PLATES, ALMANAC

PONTIAC Engraving & Electrotype Co., 812 W. Van Buren St., Chicago 7, Ill.

## PLATES, CALENDAR

PONTIAC Engraving & Electrotype Co., 812 W. Van Buren St., Chicago 7, Ill.

## PLATEMAKING MATERIAL

1 Aluminum  
2 Brass  
3 Copper  
4 Lead  
5 Linoleum, Battleship  
6 Plastic  
7 Rubber  
8 Steel  
9 Wood  
10 Zinc, Polished, Photo Engravers  
11 Zinc, Offset-Litho  
1 2 3 4 5 6 7 8 9 10 11  
ACME Wood Type Mfg. Co., 61 Beekman St., New York, N. Y.  
★ALJEN Associates, 1215 Primrose St., Cincinnati 23  
★ALUMINUM Co. of America, 2116 Gulf Bldg., Pittsburgh, Pa.  
10 11  
AMERICAN Steel & Copper Plate Co., 132 Nassau St., New York 7, N. Y.  
2 3 8 10 11  
AMERICAN Zinc Products Co., Greencastle, Ind.  
3  
ATLANTIC Zinc Works, 210 Van Brunt St., Brooklyn 31, N. Y.  
2 3  
BAKELITE Corporation, 285 Madison Ave., New York 17, N. Y.  
6  
CEBOTYPE Printing Plate Co., 2722 7th Ave., So. Birmingham, Ala.  
6  
CRONITE Co., Inc., 35 Park Pl., New York 7, N. Y.  
3  
DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.  
1  
★DAYTON Rubber Mfg. Co., Dayton 1, Ohio  
7  
DIVISION Lead Co., 836 W. Kinzie St., Chicago 22  
4  
DU PONT, E. I., de Nemours & Co., Plastic Plate Div., Arlington, N. J.  
6

1 2 3 4 5 6 7 8 9 10 11  
**ECONO** Products, Inc., 132 Humboldt St., Rochester 10, N. Y.  
 7  
**EDES** Manufacturing Co., Water St., Plymouth, Mass.  
 2 3 10  
**FEDERATED** Metals Division, American Smelting and Refining Co., 120 Broadway, New York 5, N. Y.  
**FOTOPLATE** Co., 32 Oxford St., Newark 5, N. J.  
 1 11  
**FUCHS & Lang** Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
**GARDINER** Metal Co., 4820 S. Campbell Ave., Chicago 32, Ill.  
 4  
**GOODRICH**, B. F., Rubber Co., 500 S. Main St., Akron 18, Ohio  
 6 7  
**GOODYEAR** Tire & Rubber Co., 1114 E. Market St., Akron 16, Ohio  
 6 7  
**HOE**, R., & Co., Inc., 910 E. 138th St., New York 54  
 10 11  
**HOKE** Engraving Plate Co., 1024 Park Ave., St. Louis 4  
 8  
**IDEAL** Roller & Mfg. Co., 2312 W. 24th St., Chicago 8, Ill.  
 7  
**IMPERIAL** Type Metal Co., 1800 S. 54th Ave., Chicago 50, Ill.  
 2 3 10  
**INTERNATIONAL** Printing Ink, 350 Fifth Ave., New York 1, N. Y.  
**LITHOMAT** Corp., 58 Charles St., Cambridge, Mass.  
 6  
**MATTHIESSEN & Hegeler** Zinc Co., LaSalle, Ill.  
**MEISEL** Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.  
**MELIND**, Louis, Co., 362 W. Chicago Ave., Chicago 10  
 7  
**MIEHLE** Printing Press & Mfg. Co., 2011 Hastings St., Chicago 8, Ill.  
 1  
**MONOMELT** Co., 1611 Polk St., N. E., Minneapolis 13, Minn.  
 6  
**PIONEER** Rubber Engraving Co., 21 East 17th St., New York 3, N. Y.  
 5 7  
**PITMAN**, Harold M., Co., 51st Ave. & 33rd St., Chicago 50, Ill.  
 2 3 10  
**PLASTOLITH** Co., 221 Columbus Ave., Boston 16  
 6  
**REVERE** Copper and Brass, Inc., 230 Park Ave., New York 17, N. Y.  
 2 3 10  
**SENEFELDER** Co., The, 32 Greene St., New York 13  
 1  
**SINCLAIR & Valentine** Co., 611 W. 129th St., New York 17, N. Y.  
 1  
**SULLEBARGER**, E. T., Co., 110 Fulton St., New York 7  
 2 3 10  
**THIOKOL** Corp., 780 W. Clinton Ave., Trenton, N. J.  
 6  
**TI-PI** Co., 1000 Broadway, Kansas City 6, Mo.  
**UNITED** States Rubber, Inc., 1230 Sixth Ave., New York 20, N. Y.  
 7  
**WILSOLITE** Corp., Dun Bldg., Buffalo 2, N. Y.

**PNEUMATIC DISPATCH TUBES**

**LAMSON** Corp., Syracuse 1, N. Y.

**POLISH, METAL**

**AUTOMATIC** Saw Sharpening Co., 735 E. Ohio St., Indianapolis 2, Ind.  
**MILLER**, Walter W., Co., 557 E. Washington St., Indianapolis 4, Ind.

**POURING SHEETS**

**UNITED** Stereotype Supply Corp., Box 38, West Lynn, Mass.

**PRE-REGISTER IMAGE EQUIPMENT**

★**HEINRICH**, H. H., Inc., 200 Varick St., New York 14  
 ★**HUEBNER** Laboratories, 305 E. 46th St., New York 17

**PRESS ATTACHMENTS**

(Also see Feeders, Folders, etc.)

1 Curled Stock Holders  
 2 Envelope Flap Holders  
 3 Foot Extensions  
 4 Guard, Hand, Platen Press  
 5 Hose for Press Air System  
 6 Pile Braces  
 7 Roll Winding Machines  
 8 Spring Clips  
 9 Web Side-Guiding Controls  
 10 Web Tensions  
**BEALL**, Jack, 641 S. Dearborn St., Chicago 5, Ill.  
**CAMERON** Machine Co., 61 Poplar St., Brooklyn 2

1 2 3 4 5 6 7 8 9 10  
**MACK** Specialties Co., 18 E. Fourth St., Cincinnati 2  
 1 2 3 6 8 9  
**NATIONAL** Sherardizing & Machine Co., 868 Windsor St., Hartford, Conn.  
 4  
**RELIABLE** Printing Equipment Co., Erie Bldg., Cleveland 15, Ohio  
 4  
**SERVWELL** Products, 6523 Euclid Ave., Cleveland 3

**PRESS BEARERS, KELLY**

★**AMERICAN** Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

**PRESS PLATES (Saw Steel Drawsheets and Tympan for Steel Rule Die Cutting)**

**DISSTON**, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.

**PRESSES, PRINTING (Also see Die Cutting Machines, Die Cutting Presses, Die Stamping Presses, and Embossing Machines)**

1 Anilox  
 2 Cylinder  
 3 Die-Cutting  
 4 Electronographic  
 5 Embossing  
 6 Flatbed Web  
 7 Gravure  
 8 Gravure Roll Feed  
 9 Gravure Sheet Feed  
 10 Magazine  
 11 Miehle, 3rd Color Unit  
 12 Multi-Color  
 13 Newspaper  
 14 Offset-Lithographic  
 15 Offset-Lithographic Roll Feed  
 16 Offset-Lithographic Sheet Feed  
 17 Perfector, Cylinder  
 18 Photogelatin (Collotype)  
 19 Platen  
 20 Platen, Roll Feed  
 21 Rotary, Letterpress, Roll Feed  
 22 Rotary, Letterpress, Sheet Feed  
 23 Vertical

1 2 3 4 5 6 7 8 9 10 11  
 12 13 14 15 16 17 18 19 20 21 22  
 23

**AMERICAN** Machine & Mfg. Co., Inc., 1201 Folsom St., San Francisco, Cal.

★**AMERICAN** Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

★**BABCOCK** Printing Press Corp., 38 Pequot Ave., New London, Conn.

**BATHRICK & Palmer** Co., 1317 Princeton St., Elkhart, Ind.

★**BRANDTJEN & Kluge**, Inc., Gaultier St. & Como Ave., St. Paul, Minn.

★**CHALLENGE** Mch. Co., Grand Haven, Mich.

★**CHAMPLAIN** Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.

★**CHANDLER & Price** Co., 6000 Carnegie Ave., Cleveland 3, Ohio

★**COTTRELL**, C. B., & Sons Co., Westerly, R. I.

**CRAFTSMEN** Machinery Co., 575 Atlantic Ave., Boston 10, Mass.

**COMMERCIAL** Iron Works, 2424 Porter St., Los Angeles, Cal.

**CRONITE** Co., 35 Park Pl., New York 7, N. Y.

**DAVIDSON** Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.

**DIETZ** Machine Works, 126 W. Fontaine St., Philadelphia, Pa.

**DUPLEX** Printing Press Co., Battle Creek, Mich.

**ELECTRIC** Boat Co., Groton, Conn.

**GENERAL** Printing Mch. Corp., 29 Ryerson St., Brooklyn 5, N. Y.

**GOSS** Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.

12 13 6 7 8 10 21

1 2 3 4 5 6 7 8 9 10 11  
 12 13 14 15 16 17 18 19 20 21 22  
 23  
**HAIDA** Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.

★**HAMILTON** Tool Co., 9th & Hanover, Hamilton, Ohio

★**HARRIS-Seybold** Co., 4510 E. 71st St., Cleveland 5

**HENSCHEL**, C. B., Mfg. Co., 229 W. Mineral St., Milwaukee 4, Wis.

**HESS** & Barker, 212-22 S. Darien St., Philadelphia 7

**HOE**, R., & Co., Inc., 910 E. 138th St., New York 54

**HOOPER**, F. X., Co., Inc., Glen Arm, Md.

**HUDSON-Sharp** Machine Co., 1207 Main St., Green Bay, Wis.

★**HUEBNER** Laboratories, 305 E. 46th St., New York 17

**INMAN** Mfg. Co., 41 Guy Park Ave., Amsterdam, N. Y.

**INTERNATIONAL** Paper Box Machine Co., 315 Main St., Nashua, N. H.

**KELSEY** Co., 45 Crown St., Meriden, Conn.

**KIDDER** Press Co., Inc., Dover, N. H.

**LAWSON**, E. P., & Co., 424 W. 33rd St., New York

**LITHOGRAPH** Press Mfg. Co., 600 Second Ave., Pittsburgh 19, Pa.

★**MC ADAMS**, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

**MEISEL** Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

★**MIEHLE** Printing Press & Mfg. Co., 2011 Hastings St., Chicago 8, Ill.

**MILLER** Printing Mch. Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

**MOTTER'S**, George F., Sons, 132 S. Pershing Ave., York, Pa.

**MT. Vernon** Presses, 111 E. Grand St., Mt. Vernon, N. Y.

**NAGEL-Ryan** Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.

★**NEW Era** Mfg. Co., 375 11th Ave., Paterson 4, N. J.

**NORWOOD** Engineering Co., Florence, Mass.

**OLSENMARK** Corp., 124 White St., New York 13

**PAPER** Converting Machine Co., 601 Harvey St., Green Bay, Wis.

**POTDEVIN** Machine Co., 1221 38th St., Brooklyn 18

★**ROTOGRAVURE** Engineering Co., 299 Marginal St., East Boston 28, Mass.

★**RUTHERFORD** Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

★**SCOTT**, Walter, & Co., Plainfield, N. J.

**SHAW** Machine Tool Co., 1151 Temple St., Los Angeles 12, Cal.

**SPECIALTY** Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass.

**STANDARD** Process Corp., 734 Lexington St., Chicago 7, Ill.

**STAUDE**, E. G., Mfg. Co., 2673 University Ave., St. Paul 4, Minn.

**STOESSSEL** Machine Mfg. Corp., 534 W. 35th St., New York 1, N. Y.

**SWIFT**, George W., Inc., 7 Ward St., Bordentown, N. J.

**THOMSON-National** Press Co., Dean Ave., Franklin, Mass.

12 13 6 7 8 10 21

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23  
VERNER, B., & Co., 52 Duane St., New York, N. Y.  
WALDRON, John, Corp., New Brunswick, N. J.  
WESTERN Printing Mch. Co., 430 S. Green St., Chicago, Ill.  
WILLARD Mfg. Corp., 28 W. 23rd St., New York  
WILLSEA Works, 371 St. Paul St., Rochester 3, N. Y.  
WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.  
YOUNG Engineering Co., 2749 N. Janssen Ave., Chicago 14, Ill.

#### PRESSES, PROOF

1 Multi-Color  
2 Offset-Lithography  
3 One Color  
ALTAIR Mch. Corp., 55 Vandam St., New York 13  
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.  
★CHALLENGE Machinery Co., Grand Haven, Mich.  
★COTTRELL, C. B., & Sons Co., Westerly, R. I.  
GOSS Printing Press Co., The, 1335 S. Paulina St., Chicago 8, Ill.  
HOE, R., & Co., 910 E. 138th St., New York 54  
★LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.  
LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago, Ill.  
★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.  
OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.  
WAGNER, Charles, Litho. Mach. Co., 51 Park Ave., Hoboken, N. J.  
WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

#### PRESSES, SPECIALTY PRINTING

1 Bag  
2 Bank Note  
3 Carton, Container  
4 Celophane  
5 Check  
6 Continuous Forms, etc.  
7 Drinking Cup, Rotary, Web  
8 Embossed, Die-Cut Seals  
9 Envelope  
10 Fans, Novelties, etc.  
11 File Folder  
12 Foil  
13 Fruit Stamping  
14 Imprinting, Bank Check, Cartons, Labels, etc.  
15 Label  
16 Letter, Form  
17 Match Book Cover  
18 Menu  
19 Metal Plate, Glass, and Plastics  
20 Milk Bottle Cap  
21 Pencil  
22 Photogelatin  
23 Register Form  
24 Rolling Surfaces and Rubber Ball  
25 Sales Book  
26 Show Card  
27 Silk Screen  
28 Snap-out and Zigzag  
29 Tag  
30 Tape and Ribbon  
31 Ticket  
32 Tube  
33 Typewriter Ribbon Attachment  
34 Wet Paper  
35 Wood  
36 Wrapper  
ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
AMERICAN Machine & Mfg. Co., Inc., 1201 Folsom St., San Francisco, Cal.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31 32 33  
34 35 36  
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.  
APEX Products Corporation, 142 W. 24th St., New York 10, N. Y.  
BATHRICK & Palmer Co., 1317 Princeton St., Elkhart, Ind.  
★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.  
★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio  
★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.  
CRONITE Company, 35 Park Place, New York, N. Y.  
GOAT, Fred, Co., 314 Dean St., Brooklyn 10, N. Y.  
GOWDY Mfg. Co., Inc., 45 N. Division St., Buffalo  
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.  
HAMILTON Tool Co., Ninth & Hanover Sts., Hamilton, Ohio  
★HARRIS-Seybold Co., 4510 E. 71st., Cleveland 5  
HESS & Barker, 212 S. Darien St., Philadelphia 7, Pa.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
HOOPER, F. X. Co., Inc., Glen Arm, Md.  
INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.  
LINE-O-Scribe, Div. Globe Corporation, 400 N. Michigan Ave., Chicago 11, Ill.  
MAKATAG Company, Reading, Mass.  
MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.  
MARKEM Machine Co., Keene, N. H.  
MATTHEWS, Jas. H., & Co., 3950 Forbes St., Pittsburgh 13, Pa.  
MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 12, Pa.  
NAZ-DAR Company, 469 Milwaukee Ave., Chicago 10  
★NEW Era Mfg. Co., 375 11th Ave., Paterson 4, N. J.  
PADDY Machine Co., 610 Atlantic Ave., Boston, Mass.  
PAPER Converting Machines Co., 601 Harvey St., Green Bay, Wis.  
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.  
POST Manufacturing Works, 671 Diversey Parkway, Chicago 14, Ill.  
POTDEVIN Machine Co., 1221 38th St., Brooklyn 18  
★RATHBUN & Bird Co., 85 Grand St., New York 13, N. Y.  
★ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
SCHMUTZ Mfg. Co., Inc., 1600 W. Main St., Louisville, Ky.  
SCOTT, J. B., 4048 Camelia Ave., St. Louis, Mo.  
SELECTASINE Corp., 2738 Van Buren St., Chicago 12

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16 17 18 19 20 21 22  
23 24 25 26 27 28 29 30 31 32 33  
34 35 36  
SHOWCARD Machine Co., 1192 Merchandise Mart, Chicago 54, Ill.  
STOESSEL Machine Mfg. Corp., 534 W. 35th S New York 1, N. Y.  
SUPERIOR Type Co., 1800 W. Larchmont St., Chicago 13, Ill.  
SWIFT, George W., Inc., 7 Ward St., Bordentown, N. J.  
UNDERWOOD Elliott Fisher Co., 1 Park Ave., New York 16, N. Y.  
VERNER, B., & Co., 52 Duane St., New York 7, N. Y.  
WALDRON, John, Corp., New Brunswick, N. J.  
WESTERN Printing Machinery Co., 430 S. Green St., Chicago 7, Ill.  
WILLSEA Works, 371 Saint Paul St., Rochester 3, N. Y.  
YOUNG Engineering Co., 2749 N. Janssen Ave., Chicago 14, Ill.

#### PRINTING FRAMES

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.  
ATLAS Electric Devices Co., 361 W. Superior St., Chicago, Ill.  
CROKE, Allan B., Co., 163 Oliver St., Boston 10  
★DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
EASTMAN Kodak Co., Rochester 4, N. Y.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago, Ill.  
MT. VERNON Presses, Mt. Vernon, N. Y.  
SULLEBARGER, E. T., Co., 110 Fulton St., New York 7  
SWEIGARD Ideal Co., 6122 N. 21st St., Philadelphia

#### PRINTING PAPER, SENSITIZED

DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
HALOID Co., The, 2-20 Haloid St., Rochester 3, N. Y.

#### PUMPS, INK AND OIL

ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 16, N. Y.  
BOWSER, S. F., & Co., 1302 Creighton Ave., Ft. Wayne, Ind.  
DUPLEX Printing Press Co., Battle Creek, Mich.  
FAIRBANKS, Morse & Co., 900 S. Wabash Ave., Chicago, Ill.  
GAST Mfg. Co., 113 Hinkley St., Benton Harbor, Mich.  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54  
NEW Jersey Machine Corp., 15th & Willow Ave., Hoboken, N. J.

#### PUNCHES, PRESS

(See Ejector Press Punches)

#### PUNCHING AND ROUND CORNERING MACHINES

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
BERRY Machine Co., 716 N. First St., St. Louis, Mo.  
★CHALLENGE Machinery Co., Grand Haven, Mich.  
CRAFTSMEN Machinery Co., 375 Atlantic Ave., Boston, Mass.  
CUMMINS Perforator Co., 4740 Ravenswood Ave., Chicago, Ill.  
G. B. C. Manufacturing Co., 812 Belmont Ave., Chicago 14, Ill.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
★LASSCO Products, Inc., 485 Hague St., Rochester, N. Y.  
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.  
MICK, Walter K., Co., 500 Robert St., St. Paul 1, Minn.  
★NYGREN-Dahly Co., Inc., 218 N. Jefferson St., Chicago 6, Ill.  
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.  
POTDEVIN Machine Co., 1221 38th St., Brooklyn  
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio  
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.  
★ROSBACK, F. P., Co., 5th & Park Sts., Benton Harbor, Mich.  
★SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.  
SPEED Products Co., 37-18 Northern Blvd., Long Island City 1, N. Y.  
SPIRAL Binding Co., 406 W. 31st St., New York 1

**PUNCH PRESSES**

WALSH Press &amp; Die Co., 4737 W. Kinzie St., Chicago 44, Ill.

**PYROMETERS (See Thermometers)****QUOINS AND KEYS**

- 1 Keys
- 2 Quoins

1 2  
AMERICAN Wood Type & Engrav. Co., 270 Lafayette St., New York 12, N. Y.

1 2  
★CHALLENGE Machinery Co., Grand Haven, Mich.

1 2  
HEMPER, H. A., 720 White Bldg., Buffalo 2, N. Y.

1 2  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

1 2  
★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.

1 2  
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

1 2  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

1 2  
STEPHENS, Samuel, and Wickersham Co., 174 High St., Boston 10, Mass.

1 2  
WARNOCK, W. S., Co., 1524 Jonquil Terrace, Chicago 26, Ill.

**REFRIGERATING EQUIPMENT**

CARRIER Corporation, S. Geddes St., Syracuse 1, N. Y.  
GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.

STURTEVANT, B. F. Co., Div. Westinghouse Electric, 18 Damon St., Hyde Park, Boston 36, Mass.

TRANE Co., La Crosse, Wis.

**REGISTER CHASE**

★DOUTHITT Corp., 650 W. Baltimore Ave., Detroit 2, Mich.

**REGISTERING SYSTEMS**

CARLSON Co., The, 15 Hathaway St., Boston 10, Mass.

★CHALLENGE Machinery Co., Grand Haven, Mich.

★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.

★CRAFTSMAN Line-up Table Corp., 49 River St., Waltham 54, Mass.

GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.

★HEINRICH, H. H., Inc., 200 Varick St., New York 14

HESS & Barker, 212 S. Darien St., Philadelphia 7, Pa.

HOE, R., & Co., Inc., 910 E. 138th St., New York 54

HUEBNER Laboratories, 305 E. 46th St., New York 17

★LANSTON Monotype Machine Co., 24th and Locust St., Philadelphia 3, Pa.

PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

TAYLOR Machine Co., 210 Guilford Ave., Baltimore

WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

**REPRODUCTION PROOFING SYSTEM**

★LANSTON Monotype Machine Co., 24th and Locust, Philadelphia 3, Pa.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

**RIVETING MACHINES**

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

**ROLLER CORES, BALL BEARING**

GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.

HART, Wm. C. Co., 137 Greene St., New York, N. Y.

MOTOR City Roller Co., 448 E. Lafayette, Detroit 26

**ROLLER, INKING, COATING MACHINES**

★BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 5, Ill.

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

**ROLLER, INKING, CONDITIONING DEVICE**

BLACK Rock Mfg. Co., 177 Osborne St., Bridgeport 5, Conn.

★PAASCHE Airbrush Co., 1900 Diversey Parkway, Chicago 14, Ill.

**ROLLER SECTIONING MACHINE (For "Split" Rollers)**

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago

**ROLLER SPRAYS (See Anti-Offset Equipment)****ROLLER TRUCKS, EXPANSION**

COWAN Pressroom Products, Inc., 1651 Cosmo St., Hollywood 28, Cal.

MOTOR City Roller Co., 448 E. Lafayette, Detroit 26

**ROLLER WASHING MACHINES**

CLEAN-A-Press Machine Co., Box 264, Des Moines 1

GEGENHEIMER, Wm., Inc., 78 Roebling St., Brooklyn, N. Y.

HOLLINGSWORTH, Wm., Machine Co., 227 Holliday St., Baltimore 2, Md.

INTERNATIONAL Press Cleaner & Mfg. Co., 112 Hamilton Ave., Cleveland, Ohio

**ROLLERS**

- 1 Composition
- 2 Covered
- 3 Folding Machine
- 4 Gravel
- 5 Hand
- 6 Offset-Lithographic
- 7 Proofing
- 8 Rubber, Natural
- 9 Rubber, Synthetic
- 10 Vulcanized Oil

1 2 3 4 5 6 7 8 9 10  
★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 22, Ill.

1 2 3 4 5 6 7 8 9 10  
AMERICAN Wringer Co., Inc., Social St., Woonsocket, R. I.

BEN DAY, Inc., 118 East 28th St., New York 16, N. Y.

BINGHAM Brothers, Inc., 154 Nassau St., New York 7

★BINGHAM'S, Sam'l, Son, Mfg. Co., 636 S. Sherman St., Chicago 5, Ill.

CALIFORNIA Ink Co., 545 Sansome St., San Francisco 11, Cal.

CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.

CORKPAK Co., Inc., 45 South St., Mount Vernon, N. Y.

CRONITE Co., 35 Park Pl., New York 7, N. Y.

★DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave., Dayton, Ohio

DU PONT, E. I., de Nemours & Co., Inc., Neoprene Div., Wilmington, Del.

FUCHS & Lang, Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

GODFREY Roller Co., 215 N. Camac St., Philadelphia 7, Pa.

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio

GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio

HARRIGAN Roller Co., Inc., 311 Guilford Ave., Baltimore 2, Md.

HART, Wm. C. Co., Inc., 137 Greene St., New York 12, N. Y.

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

MILWAUKEE Printers Roller Co., 422 S. Fourth St., Milwaukee 4, Wis.

MOTOR City Roller Co., 448 E. Lafayette St., Detroit 26, Mich.

NATIONAL Roller Co., 307 Pearl St., New York 7

OHIO Roller Co., 4408 Detroit Ave., Cleveland 13

OSGOOD-GLOBE Corp., 33 Purchase St., Boston 10

RAPID Roller Co., 2558 S. Federal St., Chicago 16, Ill.

★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.

1 2 3 4 5 6 7 8 9 10  
ROSENER, Joseph, Co., 243 Vallejo St., San Francisco 11, Cal.

SANDS Roller Co., 2859 Detroit Ave., Cleveland 13

★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.

1 2 3 4 5 6 7 8 9 10  
THIOL Corporation, 780 N. Clinton Ave., Trenton, N. J.

TWIN City Printers Roller Co., 505 S. 3rd St., Minneapolis 15, Minn.

UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.

1 2 3 4 5 6 7 8 9 10  
VULCAN Proofing Co., 1st Ave. & 57th St., Brooklyn 20, N. Y.

WILD & Stevens, Inc., 5 Purchase St., Boston 10, Mass.

WINN & Goodman, 440 Sansome St., San Francisco 11

**ROLL LEAF CUTTERS**

COUGHLIN Mfg. Co., 697 E. 132nd St., New York 54

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st St., New York 10, N. Y.

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N. J.

**ROTARY PRESS KNIVES**

COES, Loring, Co., 72 Coes St., Worcester 3, Mass.

GOSS Printing Press Co., 1535 So. Paulina St., Chicago 8, Ill.

HOE, R., & Co., Inc., 910 E. 138th St., New York 54

SIMONDS Worden White Co., 604 Negley Place, Dayton 7, Ohio

**ROTOGRAVURE CYLINDER MARKING MACHINE (See Marking Machine, Rotogravure)****ROUGHING MACHINES (See Embossing Machines, Roller)****ROUND CORNERING MACHINES (See Punching and Round Cornering Machines)****ROUTING MACHINES**

- 1 Line Slugs
- 2 Relief Plates
- 3 Router Bits

1 2 3  
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 6, N. J.

AURORA School of Photoengraving, Aurora, Mo.

2  
AUTOMATIC Saw Sharpening Co., 735 E. Ohio St., Indianapolis, Ind.

★CHALLENGE Machinery Co., Grand Haven, Mich.

1 2 3  
CHICAGO Wheel & Mfg. Co., 1101 W. Monroe St., Chicago 7, Ill.

2  
ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.

GOSS Printing Press Co., 1535 So. Paulina St., Chicago 8, Ill.

★HAMMOND Machinery Builders, Inc., 1616 Douglas Ave., Kalamazoo 54, Mich.

2 3  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

LINOTYPE Parts Co., Weatherly, Pa.

1  
MARGACH Mfg. Co., Inc., 82 Beekman St., New York

1  
MILWAUKEE Saw-Trimmer Co., 612 E. Clybourn St., Milwaukee 2, Wis.

★NOLAN Corporation, 1333 E. Dominick St., Rome, N. Y.

ONSRUD Machine Works, Inc., 3900 W. Palmer St., Chicago 47, Ill.

2 3  
OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.

PIONEER Mfg. Co., 1212 Jackson St., Toledo 2, Ohio

1 2  
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

1 2 3  
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

TARPLEY, George, Co., 14616 Alder Ave., East Cleveland 12, Ohio

3  
ZANETTI Machine Works, Inc., 1701 Kirkwood Ave., San Francisco 24, Cal.

## RUBBER STAMP MACHINERY

AMERICAN Evatype Corp., Deerfield, Ill.

### RULE

- 1 Brass
- 2 Cutting, Creasing, and Perforating
- 3 Steel
- 1 2 3
- ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N. Y.
- 2 3
- ALVIN Company, 135 West 20th St., New York 11
- 2 3
- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.
- 1 2 3
- ATKINS, E. C., & Co., 402 S. Illinois St., Indianapolis 9
- 2
- DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.
- 2
- HELMOLD, J. F., & Brothers, 1462 W. Shakespeare Ave., Chicago 14, Ill.
- 2
- HOE, R., & Co., Inc., 910 E. 138th St., New York 54
- 1 2 3
- LUDWIG-Duell Co., 30 Beekman St., New York 7
- 1 2
- MARKEL Products Co., 170 Broadway, New York 7
- 2 3
- ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
- 1 2 3
- ★SIMONDS Saw and Steel Co., 470 Main St., Fitchburg, Mass.
- 3
- STEWART, Don, Co., 441 Clay St., San Francisco 11
- 2
- TAYLOR-Made Rule Company, 65 Flatbush Ave., Brooklyn 17, N. Y.
- 1
- ★UNIVERSAL Mono-Tabular Corp., 418 N. St. Paul 1, Dallas 1, Tex.

### RULE CASTERS

(See Composing Machines)

### RULE, STEEL, BENDERS AND CUTTERS

- HELMOLD, J. F., & Brothers, 1462 W. Shakespeare Ave., Chicago 14, Ill.  
 ★RICHARDS, J. A., Co., Kalamazoo 13F, Mich.

### RULING MACHINES

- DREDGE, A., Ruling Pen Co., 350 W. 31st St., New York 1, N. Y.  
 HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.  
 ★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.  
 LINDBLADH Corp., 40 Court St., Boston, Mass.  
 ★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.



### SAFES, FIREPROOF

EMPIRE State Safe Co., 220 Centre St., New York 13

### SAWS, PLANERS, SHARPENERS

- 1 Block Levellers, Planers
- 2 Odd Measure
- 3 Planer Knives
- 4 Saw Blades
- 5 Saw Sharpeners
- 6 Saw Swaging Machines
- 7 Saw Trimmers
- 8 Saws, Band
- 9 Saws, Circular, Filing Machine
- 10 Saws, Die-Makers
- 11 Saws, Mitering
- 1 2 3 4 5 6 7 8 9 10 11
- ★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.
- 4 5 7 8 10 11
- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.
- 7 8 11
- ATKINS, E. C., & Co., 402 S. Illinois St., Indianapolis 9
- 7
- AUTOMATIC Saw Sharpening Co., 735 E. Ohio St., Indianapolis, Ind.
- 4 5
- BOICE-Crane Co., 930 W. Central Ave., Toledo 6
- 4
- CHAPMAN Knives & Saws, Inc., 504 S. Broadway, St. Louis 2, Mo.
- 4 5 8
- DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.
- 3 4 8 10 11
- FOLEY Manufacturing Co., 11 Main St., N. E., Minneapolis 13, Minn.
- 5 9
- GOSS Printing Press Co., 1535 So. Paulina St., Chicago 8, Ill.
- 7

- 1 2 3 4 5 6 7 8 9 10 11
- ★HAMMOND Machinery Builders, Inc., 1616 Douglas Ave., Kalamazoo 54, Mich.
- 2 4 5 11
- HEATON & Anderson Div., 500 Como Ave., St. Paul 3
- 8
- HOE, R., & Co., Inc., 910 E. 138th St., New York 54
- 5 7 8 9
- MILLER Printing Machinery Co., 1117 Reedsdale Ave., Pittsburgh 12, Pa.
- 7
- MILWAUKEE Saw-Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.
- 7
- MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.
- 11
- MOHR Lino-Saw Co., 126 N. Union Ave., Chicago 6
- 1
- ★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.
- 4 5
- NELSON, C. B., Co., 720 So. Dearborn St., Chicago 5
- 4 5 7
- ★NOLAN Corporation, 1333 E. Dominick St., Rome, N. Y.
- 7
- OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.
- 1
- PIONEER Mfg. Co., 1312 Jackson St., Toledo 2, Ohio
- 7
- RALYA Saw Corp., 109 W. Second St., Cincinnati 2
- 4
- ★RICHARDS, J. A., Co., Kalamazoo 13F, Mich.
- 10 11
- ROGERS, Samuel C., & Co., 191 Dutton Ave., Buffalo 11, N. Y.
- 5
- ★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.
- 2 8
- SAW & Knife Specialty Co., 6526 Carnegie Ave., Cleveland 3, Ohio
- 4 5 8
- ★SIMONDS Saw and Steel Co., 470 Main St., Fitchburg, Mass.
- 4
- TESCH Mfg. Co., Inc., 2700 So. 19th St., Milwaukee 7
- 5 6 7 9
- TRIUMPH Printing Equip. Co., 507 Fourth St. S., Minneapolis 15, Minn.
- 7
- ★TURNER Printing Machinery, Inc., 2630 Payne Ave., Cleveland 14, Ohio
- 7
- ★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.
- 1
- WALLIN Mfg. Co., 203 S. Tenth St., Omaha 8, Neb.
- 5 6
- WARDWELL Mfg. Co., 3167 Fulton Rd., Cleveland 9
- 5 6
- WILLSON Products, Inc., Second & Washington Sts., Reading, Pa.
- 6

### SCALES

- 1 Platform
- 2 Postal
- COMMERCIAL Controls Corporation, 640 Culver Road, Rochester 2, N. Y.
- 2
- DETECTO Scales, Inc., 1 Main St., Brooklyn 1, N. Y.
- 1 2
- FAIRBANKS, Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.
- 1 2
- TOLEDO Scale Co., Toledo 12, Ohio
- 1 2

### SCREENS, HALFTONE

- ★DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
 EASTMAN Kodak Company, 343 State St., Rochester 4, N. Y.  
 ★HUEBNER Laboratories, 305 E. 46th St., New York 17  
 ★LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 30, Pa.  
 LEVY, Max, & Co., Wayne Ave. & Berkley St., Philadelphia, Pa.  
 MOORE Laboratories, 70 W. Montcalm, Detroit 1  
 ROBERTSON, R. R., 400 W. Madison St., Chicago  
 STANDARD Process Corp., 734 W. Lexington St., Chicago, Ill.

### SCREENS, JUXTAPOSING

★HUEBNER Laboratories, 305 E. 46th St., New York 17

### SEALING MACHINES, SEALS

FULLER, E. C., Cor., 28 Reade St., New York, N. Y.  
 SEAL-O-Matic Machine Mfg. Corp., 225 Varick St., New York 14, N. Y.

### SEALING MACHINES, TAPE

- ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
 CHICAGO Gum Tape Co., 855 W. Adams St., Chicago 7, Ill.  
 DRY-Tab Package Sealer Co., 4614 Prospect Ave., Cleveland, Ohio  
 GUMMED Tape & Devices Co., 1318 60th St., Brooklyn, N. Y.  
 ★MCLAURIN-Jones Co., Brookfield, Mass.  
 NASHUA Package Sealing Co., Inc., 44 Franklin St., Nashua, N. H.

## SEWING MACHINES AND NEEDLES

- ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
 CHICAGO Mch. Lab., 2719 S. Poplar Ave., Chicago 8  
 OVERSEWING Machine Co., 368 Congress St., Boston 10, Mass.  
 SINGER Manufacturing Co., 109 Trumbull St., Elizabethport F. N. J.  
 SMYTH Mfg. Co., 9 Sigourney St., Hartford, Conn.  
 UNION Special Machine Co., 402 N. Franklin St., Chicago, Ill.

## SHADING MEDIUMS

- BEN DAY, Inc., 118 East 28th St., New York 16, N. Y.  
 CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio  
 TINTOGRAPH Co., The, 53 Park Row, New York 7

## SHAVING, BORING AND PLANING MACHINES, FLAT PLATES

- ★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York, N. Y.  
 ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.  
 GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.  
 HESS & Barker, 212 S. Darien St., Philadelphia, Pa.  
 HOE, R., & Co., 910 E. 138th St., New York 54  
 ★MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.  
 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo, Mich.  
 STA-HI Corporation, 1020 Crocker St., Los Angeles  
 STEREOEX Machinery Co., P. O. Box 167, Stamford, Conn.  
 STEREOEX Equipment Co., 2815 Irving Park Rd., Chicago, Ill.  
 WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

## SHAVING MACHINE, ROTARY HEAD, ELECTROTYPERS'

- ★MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.  
 OSTRANDER-Seymour Co., 4024 W. Lake St., Chicago

## SHEARS FOR STEREOTYPE MATS AND ELECTROTYPE SHELLS

- GOSS Printing Press Co., 1535 S. Paulina, Chicago 8  
 HOE, R., & Co., 910 E. 138th St., New York 54

## SHELVING

- EQUIPTO, Div. Aurora Equipment Co., Aurora, Ill.  
 LYON Metal Products, Inc., 1134 Madison, Aurora, Ill.

## SHOOT BOARDS

- ★CHALLENGE Machinery Co., Grand Haven, Mich.  
 PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio  
 WARNOCK, W. S., Co., 1524 Jonquil Terrace, Chicago 26, Ill.  
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

## SILK SCREEN EQUIPMENT AND SUPPLIES

- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.  
 BROWN Lindsay Paint Co., 2601-75 W. Grand Ave., Chicago 12, Ill.  
 CELLUSUEDE Products, Inc., 2107 Kishwaukee St., Rockford, Ill.  
 COLORGRAPHIC Corp., 130½ E. Wayne St., Ft. Wayne, Ind.  
 CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio  
 ★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
 EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
 GOODYEAR Tire & Rubber Co., The, 1144 E. Market St., Akron 16, Ohio  
 HAMMER Dry Plate & Film Co., Ohio & Miami Sts., St. Louis 18, Mo.  
 NAZ-Dar Company, 469 Milwaukee Ave., Chicago 10  
 ROBERTSON, R. R., 400 W. Madison St., Chicago 6  
 RUXTON Products, Inc., Div. Interchemical Corp., 407 E. Eighth St., Cincinnati, Ohio  
 SELECTASINE Corp., 2738 Van Buren St., Chicago 12  
 SHERWIN Williams Co., 101 Prospect, Cleveland 1  
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

## SILVER SPRAY EQUIPMENT FOR ELECTROTYPING

- ★MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.  
 STEREOEX Mch. Co., Box 167, Stamford, Conn.

## SKIVING MACHINES

- LESTER & Wasley Co., Inc., 282 Franklin St., Norwich, Conn.  
 YOUNG Engineering Co., 2741 Janssen Ave., Chicago 14, Ill.

**SLITTING AND REWINDING EQUIPMENT**

ATKINS, E. C., & Co., 402 Illinois St., Indianapolis 9  
 ★BECK, Charles, Machine Co., 414 North 13th St., Philadelphia 8, Pa.  
 CAMERON Machine Co., 61 Poplar St., Brooklyn 2  
 CHAMBERS Bros. Co., Inc., 52nd & Media Sts., Philadelphia, Pa.  
 ★CHAMPLAIN Co., Inc., 626 Eleventh Ave., New York 19, N. Y.  
 CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
 DAVIDSON Perforator Co., P. O. Box 1235, New Haven 5, Conn.  
 DIETZ Machine Works, 126 W. Fontaine St., Philadelphia, Pa.  
 HAMILTON Tool Co., Ninth & Hanover Sts., Hamilton, Ohio  
 HOOPER, F. X., Co., Inc., Glen Arm, Md.  
 INMAN Mfg. Co., Inc., Amsterdam, N. Y.  
 JACQUES, John, & Son, 93 Webster St., Worcester, Mass.  
 KIDDER Press Co., Inc., 121 Broadway, Dover, N. H.  
 KNOWLTON, M. D., Co., 28 Industrial St., Rochester, N. Y.  
 KOHLER System Co., The, 400 W. Madison St., Chicago 11, Ill.  
 ★McADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.  
 MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.  
 PAPER Converting Machine Co., 601 Harvey St., Green Bay, Wis.  
 PARRY, S. R., Machine Co., 224 Mill St., Rochester, N. Y.  
 POTDEVIN Machine Co., 1234 38th St., Brooklyn 18  
 ★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.  
 SIMONDS Worden White Co., 607 Negley Pl., Dayton 7, Ohio  
 STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.  
 SWIFT, Geo. W., Jr., Inc., 7 Ward St., Bordenstown, N. J.  
 WALDRON, John, Corp., River Rd., New Brunswick, N. J.  
 YOUNG Engineering Co., 2741 N. Janssen Ave., Chicago 14, Ill.

**SLUG CORRECTOR**

CURLE Manufacturing Co., 500 Sansome St., San Francisco, Cal.

**SLUG HIGH SINKERS**

BANCROFT, Ralph, Co., 305 S. Fifth St., Minneapolis 15, Minn.

**SPINNERS, GROMMETS, Etc.**

GRAMMES, L. F., & Sons, Inc., Allentown, Pa.  
 STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

**SQUEEGEE MACHINES, ROTOGRAVURE CYLINDER**

HOE, R., & Co., 910 E. 138th St., New York 54

**SQUEEGEES, SILK SCREEN**

EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.  
 GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio  
 GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio  
 METZGER, Alfred E., 30 Irving Place, New York 3

**STAMPER, BENCH LEVER**

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
 GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7  
 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st St., New York 10, N. Y.

**STANDING PRESSES, BINDERY**

BERRY Machine Co., 716 N. First St., St. Louis, Mo.  
 HICKOK, W. O., Mfg. Co., Ninth & Cumberland Sts., Harrisburg, Pa.  
 ★McADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.  
 STANDARD Machinery Co., The, Mystic, Conn.

**STAPLING MACHINES (Also see: STITCHERS, WIRE)**

ACME Staple Co., 1643 Haddon Ave., Camden, N. J.  
 BATES Mfg. Co., The, 18 Central Ave., Orange, N. J.  
 BOSTITCH, Westerly, R. I.  
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
 HELLER Co., The, 2135 Superior Ave., Cleveland 6  
 HOTCHKISS, E. H., Co., 10 Hoyt St., Norwalk, Conn.  
 ★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York

**STATIC ELIMINATORS**

★CHAPMAN Elec. Neutralizer Co., Box 268, Portland 6, Me.  
 CRAIG Corporation, 143 W. 20th St., New York 11  
 HERBERT Mfg. Co., 14 Durland Pl., Brooklyn 12  
 KIDDER Press Co., Inc., Dover, N. H.

MAXSON Automatic Mch. Co., 409 Washington Trust Bldg., Westerly, R. I.  
 POTDEVIN Machine Co., 1221 38th St., Brooklyn 18  
 SIMCO Co., The, 920 W. Master St., Philadelphia 22  
 STA-HI Corporation, 1020 Crocker St., Los Angeles 21  
 STATIC Eliminator and Printing Press Heater Co., 239 Centre St., New York 13, N. Y.  
 TAKK Corp., The, Newark, Ohio  
 WESTERN Brush Company, 33 S. Market St., Chicago 6, Ill.  
 WICKWIRE Spencer Steel Co., 41 E. 42nd St., New York, N. Y.

**STEEL RULE CUTTING DIES**

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N. Y.  
 ARTISTIC Die Mfg. Co., 214 E. Eighth, Cincinnati  
 CUTWELL Steel Rule Die Co., 1123 Broadway, New York 10, N. Y.  
 FREEDMAN Die Cutters, Inc., 10 W. 20th St., New York 11, N. Y.  
 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 15F, Mich.

**STEREOTYPE SUPPLIES, GUMMED TAPE, PACKING STRIPS, PARTING POWDER**

BURGESS Cellulose Co., Freeport, Ill.  
 CERTIFIED Dry Mat Corp., 9 Rockefeller Plaza, New York 20, N. Y.  
 CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
 COYNE & Paddock, Inc., 48-15 32nd Place, Long Island City, N. Y.  
 DOM, G. C. Supply Co., 125 E. Pearl St., Cincinnati  
 FLEXIDEAL Dry Mat Co., 25 E. 26th St., New York  
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.  
 STA-HI Corporation, 1020 Crocker St., Los Angeles 21  
 UNITED Stereotype and Supply Co., Box 38, West Lynn, Mass.  
 WOOD Flog Corp., 551 Fifth Ave., New York 17

**STIPLING MACHINES**

(See Embossing Machines, Roller)

**STITCHERS, WIRE**

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
 BOSTITCH, Westerly, R. I.  
 CHICAGO Machinery Laboratory, 2719 S. Poplar Ave., Chicago 8, Ill.  
 CHRISTENSEN Machine Co., The, 100 Fourth St., Racine, Wis.  
 ★DEXTER Folder Co., Pearl River, N. Y.  
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
 HELLER Co., The, 2135 Superior Ave., Cleveland 6  
 HOFFERT Machine Co., 718 Marquette St., Racine, Wis.  
 HOTCHKISS, E. H., Co., 10 Hoyt St., Norwalk, Conn.  
 INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.  
 ★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York  
 NEW Jersey Wire Stitching Machine Co., 608 S. Second St., Camden, N. J.  
 ★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago  
 PABICH, W. R., Mfg. Co., 2955 N. Rockwell St., Chicago 18, Ill.  
 ★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.  
 SHERIDAN, T. W. & C. B., 129 Lafayette St., New York 13, N. Y.

**STITCHING WIRE FEEDERS**

BOSTITCH, Westerly, R. I.  
 CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.  
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
 ★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.

**STOCK CUTS**

ANSLA Co., The, 103 E. 125th St., New York, N. Y.  
 ★ARROW Service, P. O. Box 2217, Salt Lake City 13  
 COMMERCIAL Cut Co., Inc., 151 W. 23rd St., New York 11, N. Y.  
 EAST Texas Engraving Co., 322 E. Erwin, Tyler, Tex.  
 HUX Cuts, 11 W. 42nd St., New York 18, N. Y.  
 IDEA Cut Service, 337 S. High St., Columbus 15, Ohio  
 LUDWIG-Duell Co., 30 Beekman St., New York 7  
 MERRELL Features, 318 W. Randolph St., Chicago 6  
 SHINN, Cobb, 721 Union St., Indianapolis 4, Ind.

**STOCK PHOTOGRAPHS**

UNDERWOOD & Underwood, 321 E. 44th St., New York 17, N. Y.

**STONES AND GRINDERS**

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 SENEFFELDER Co., Inc., 32 Greene St., New York 13

**STRINGING MACHINES, TAG (See Tag Machinery)****STRIP MATERIAL CASTERS (See Composing Machines)****STRIPPING MACHINES (See Gumming, Gluing and Pasting Equipment)****SUCTION CUPS**

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio  
 ★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

**TABLES AND STANDS**

- 1 Bindery
  - 2 Case Filling, Electrotyping
  - 3 Cutting Stands, Gravure
  - 4 Cylinder Tables, Rotogravure
  - 5 Elevating Beating, Stereotyping
  - 6 Imposition
  - 7 Line-up and Register
  - 8 Make-up and Storage
  - 9 Offset-Litho, Layout
  - 10 Steam Tables, Stereotype
  - 11 Stereotype Forms
  - 12 Stripping
  - 13 Transfer for Vertical Press
  - 14 Viewing Stands, Gravure
  - 15 Work
- 12 13 14 15  
 ALLIED Steel Eqt. Co., Lapeer, Mich.  
 ANGLE Steel Stool Co., 309 W. Oak St., Plainwell Mich.  
 APPLETON Wood Products Co., Inc., Douglas & Second Sts., Appleton, Wis.  
 BEALL, Jack, Vertical Service, 705 S. Dearborn St., Chicago 5, Ill.  
 BROWN Coating & Eqt. Co., 17532 Wisconsin, Detroit 21, Mich.  
 ★CHALLENGE Machinery Co., Grand Haven, Mich.  
 CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.  
 12 13 14 15  
 ★CRAFTSMAN Line-up Table Corp., 49-59 River St., Waltham 54, Mass.  
 7 9  
 12 13 14 15  
 ★DOUTHITT Corp., The, 650 W. Baltimore Ave., Detroit 2, Mich.  
 7 9  
 12 13 14 15  
 DUPLEX Printing Press Co., McCamly and Houston Sts., Battle Creek, Mich.  
 11  
 EQUIPTO Div. Aurora Eqt. Co., Aurora, Ill.  
 1  
 15  
 GOSS Printing Press Co., 1535 S. Paulina, Chicago 8  
 11  
 GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit, Mich.  
 13  
 ★HAMILTON Mfg. Co., Two Rivers, Wis.  
 1 15 6 8  
 HOE, R., & Co., 910 E. 138th St., New York 54  
 2 5 11  
 ★LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.  
 7 9  
 12 13 14 15  
 LITHO Eqt. & Supply Co., 215 W. Ohio St., Chicago 10, Ill.  
 2 7 9  
 12 13 14 15  
 ★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.  
 8  
 ★MISSOURI-Central Type Foundry, 705 E. Murdoch Ave., Wichita 5, Kan.  
 6  
 ★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.  
 6  
 PITMAN, Harold M., Co., 51st Ave. and 33rd St., Chicago 50, Ill.  
 7 9  
 12 13 14 15  
 PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.  
 1  
 ROBERTSON, R. R., 400 W. Madison St., Chicago 6  
 12 13 14 15  
 ★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.  
 7  
 ★SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.  
 7 9

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15  
STANDARD Process Corp., 734 W. Lexington St.,  
Chicago 7, Ill.

14  
TAYLOR Machine Co., 7600 York Rd., Baltimore

7  
THOMPSON Cabinet Co., Ludington, Mich.

6 7  
★VANDERCOOK & Sons, 900 N. Kilpatrick Ave.,  
Chicago 51, Ill.

7 9  
WATERWORTH Eng. & Mfg. Co., 2329 Troy St.,  
Dayton 3, Ohio

9  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

6 7 9  
ZARKIN Machine Co., 335 E. 27th St., New York 16

### TABLES, COOLING (See Cooling Tables)

### TABULAR SYSTEMS (See Composing Machines and Supplies)

### TACKERS, HAMMER AND COM- PRESSION TYPE

BOSTITCH, Westerly, R. I.  
FASTENER Corp., 860 Fletcher St., Chicago 14, Ill.  
HELLER Co., The, 2135 Superior Ave., Cleveland 6

### TAG MACHINERY

1 Eyeletting  
2 Knotting, Looping, Stringing  
3 Patching

1 2 3  
ALTAIR Machinery Corp., 55 Vandam St., New York  
13, N. Y.

2  
BATES Mfg. Co., The, 18 Central Ave., Orange, N. J.

1  
MAKATAG Mfg. Co., 46 West St., Reading, Mass.

1  
STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave.,  
Brooklyn 5, N. Y.

1  
WAKEFIELD Machine Co., Inc., Wakefield, Mass.

2  
YOUNG Engineering Co., 2741 N. Janssen Ave.,  
Chicago 14, Ill.

### TANKS

CHEMCO Photoproducts Co., 230 W. 41st St., New  
York, N. Y.

CROKE, Allan B., Co., 163 Oliver St., Boston 10, Mass.

★DOUTHITT Corp., The, 650 W. Baltimore Ave.,  
Detroit 2, Mich.

GOODRICH, B. F., Co., 400 S. Main St., Akron 18,  
Ohio

HOE, R., & Co., 910 E. 138th St., New York 54

RAYBESTOS-Manhattan, Inc., 61 Willett St., Passaic,  
N. J.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

### TAPE, ADHESIVE (See Adhesive Tape)

### TAPE COUPLERS (See Couplers, Belt and Tape)

### TAPE, FEEDER, DELIVERY and FOLDER (See Belts, Belting and Tape)

### TAPE, GUMMED (See Paper Section Directory)

### TAPE, OVERLAY (See Adhesive Tape, Pressure Sensitive)

### TEMPERATURE CONTROL AND INDICATORS, METAL

1 Electric Eye  
2 Pyrometers  
3 Thermometers  
4 Thermostats

1 2 3 4  
BRISTOL Co., The, Waterbury, Conn.

2 3  
DUPLEX Printing Press Co., Battle Creek, Mich.

2  
EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.

3  
FISHER Furnace Co., 5535 N. Wolcott Ave., Chicago  
40, Ill.

2 3  
GENERAL Electric Co., 1 River Rd., Schenectady 5,  
N. Y.

2 3 4  
GOSS Printing Press Co., 1535 S. Paulina, Chicago 8

2 3  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

1 2 3 4  
KEMP, C. M., Mfg. Co., The, 405 E. Oliver St., Balti-  
more, Md.

2 3  
★LANSTON Monotype Machine Co., 24th & Locust  
Sts., Philadelphia 3, Pa.

2 3 4  
LINOTYPE Parts Co., Weatherly, Pa.

2 3 4  
★MERGENTHALER Linotype Co., 29 Ryerson St.,  
Brooklyn 5, N. Y.

3 4  
★MONOMELT Co., Inc., 1611 Polk St. N. E., Minne-  
apolis 13, Minn.

2 3  
PARTLOW Corp., The, 2 Campion Rd., New Hart-  
ford, N. Y.

2 3 4  
POWERS Regulator Co., 2720 Greenview Ave., Chi-  
cago 14, Ill.

2 3 4  
POTDEVIN Machine Co., 1234 38th St., Brooklyn 18

1  
ROBERTSHAW Thermostat Co., Youngwood, Pa.

4  
ROBERTSON, R. R., 400 W. Madison St., Chicago 6

2 3 4  
TAGLIABUE, C. J., Mfg. Co., Park & Nostrand Aves.,  
Brooklyn, N. Y.

1 4  
TAYLOR Instrument Companies, Rochester 1, N. Y.

2 3 4  
UNITED American Metals Corp., Corner Calyer &  
Diamond Sts., Brooklyn 22, N. Y.

2 3  
UNITED Stereotype Supply Corp., Box 38, West Lynn,  
Mass.

3  
WESTON Electric Instrument Corp., 614 Frelinghuy-  
sen Ave., Newark, N. J.

2 3 4

### TESTING INSTRUMENTS (See Gauges and Testing Instruments)

### TEXTILE TRANSFERS (See Thermo- graphic Machines and Supplies)

### THERMOGRAPHIC (RAISED LETTER) MACHINES AND SUPPLIES

★AMERICAN Type Founders, 200 Elmora Ave., Eliz-  
abeth 6, N. J.

DEVERE Co., 2000 Clark St., Racine, Wis.

EMBOSSOGRAPH Corp. of America, 38 W. 21st St.,  
New York 10, N. Y.

★EMBOSSOGRAPH Process Co., Inc., 251 William  
St., New York, N. Y.

FLEXO Mfg. Co., Inc., 35 Howard St., New York, N. Y.

★NOLAN Machinery Corp., 1333 E. Dominick St.,  
Rome, N. Y.

STOKES, A., Co., The, Hudson, Ohio

WOOD, Nathan & Virkus Co., Inc., 1637 Gould St.,  
Racine, Wis.

### THIN SPACES

★AMERICAN Type Founders, 200 Elmora Ave., Eliz-  
abeth 6, N. J.

MISSOURI-Central Type Foundry, 705 E. Murdock  
Ave., Wichita 5, Kan.

### THINNING MACHINES FOR CURVED PLATES

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8

HOE, R., & Co., 910 E. 138th St., New York 54

### THREAD, TWINE (See Bookbinders' Supplies)

### TIERING MACHINES (See Elevators, Paper Handling)

### TIME CLOCKS AND RECORDERS

AMTHOR Testing Instrument Co., Inc., 45 VanSin-  
deren Ave., Brooklyn 7, N. Y.

AUTOMATIC Time Stamp Co., 390 Atlantic Ave.,  
Boston 10, Mass.

CINCINNATI Time Recorder Co., Inc., 1745 Central  
Ave., Cincinnati 14, Ohio

GENERAL Electric Co., 1 River Rd., Schenectady 5,  
N. Y.

INTERNATIONAL Business Machines Corp., 45  
Crouch St., Rochester 1, N. Y.

PARTLOW Corp., The, 2 Campion Rd., New Hart-  
ford, N. Y.

PRODUCTION Instrument Co., 712 W. Jackson  
Blvd., Chicago, Ill.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

SIMPLEX Time Recorder Co., S. Lincoln St., Gardner,  
Mass.

STROMBERG Time Corp., 109 Lafayette St., New  
York 13, N. Y.

### TIME SWITCHES

GENERAL Electric Co., 1 River Rd., Schenectady 5,  
N. Y.

★MERGENTHALER Linotype Co., 29 Ryerson St.,  
Brooklyn 5, N. Y.

PARTLOW Corp., The, 2 Campion Rd., New Hart-  
ford, N. Y.

STROMBERG Time Corp., 109 Lafayette St., New  
York 13, N. Y.

### TIN EDGING MACHINES, HANGERS

GRAMMES, L. F., & Sons, Inc., 352 Union St., Allen-  
town, Pa.

### TINEDGING and MOUNTING MACHINES

GRAMMES, L. F., & Sons, Inc., Allentown, Pa.

STUEBING Automatic Machine Co., 2425 Spring  
Grove Ave., Cincinnati, Ohio

### TIPPING MACHINES

BRACKETT Stripping Machine Co., 505 Jackson St.,  
Topeka, Kan.

MARRSFORD Machine Co., 3880 Ridge Road West,  
Rochester 13, N. Y.

PARRY, S. R., Machine Co., 222 Mill Sts., Rochester 4,  
N. Y.

POTDEVIN Machine Co., 1221 38th St., Brooklyn 18

### TOOL CABINETS (See Cabinets, Cases, Racks)

### TOOLS

1 Bookbinders  
2 Engravers Cutting  
3 Machinists  
4 Platemakers

1 2 3 4  
ATKINS, E. C., & Co., 402 S. Illinois St., Indianapolis

1  
BROWN & Sharpe Mfg. Co., Providence, R. I.

3  
CHICAGO Wheel & Mfg. Co., 1103 W. Monroe St.,  
Chicago, Ill.

3  
CRONITE Co., 35 Park Pl., New York 35, N. Y.

2  
GENERAL Binding Corp., 812 W. Belmont Ave.,  
Chicago 14, Ill.

1  
HICKOK, W. O., Mfg. Co., 9th and Cumberland, Har-  
risburg, Pa.

1  
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

2 4  
INTER-LINO Tool Co., The, 1504 N. Pulaski Rd.,  
Chicago, Ill.

1  
LUFKIN Rule Co., Saginaw, Mich.

3  
★MC ADAMS, John, & Sons, Inc., 20 Knight St., Nor-  
walk, Conn.

1  
METZGER, Alfred E., 30 Irving Place, New York 3

4  
★MONOMELT Co., Inc., 1611 Polk St., N. E., Min-  
neapolis 13, Minn.

3  
REID, William, Co., 2271 Clybourn Ave., Chicago 14

3  
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New  
York, N. Y.

4  
STA-HI Corp., 1020 Crocker St., Los Angeles 21, Cal.

4  
★TI-PI Co., 1000 Broadway, Kansas City 6, Mo.

2 4  
WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

### TRACING CLOTH, SENSITIZED (Gravure)

EASTMAN Kodak Co., Rochester 4, N. Y.

### TRACING PAPER

ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

★ROTOGRAVURE Engineering Co., 299 Marginal  
St., East Boston 28, Mass.

### TRADE MARKS, TYPE OR MATS

IMPRINT Matrix Co., Moravian Falls, N. C.

★LUDLOW Typograph Co., 2032 Clybourn Ave.,  
Chicago 14, Ill.

★MERGENTHALER Linotype Co., 29 Ryerson St.,  
Brooklyn 5, N. Y.

ROSS-AD-SEAL, Inc., Lord & Davidson Sts., Indian-  
apolis, Ind.

STERLING Type Foundry, Vermontville, Mich.

### TRANSFER PAPER

DENNISON Mfg. Co., Framingham, Mass.

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp.,  
100 Sixth Ave., New York 13, N. Y.

METZGER, Alfred E., 30 Irving Place, New York 3

MID-STATES Gummed Paper Co., 2433 S. Damen  
Ave., Chicago, Ill.

ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

SENEFELDER Co., The, 32 Greene St., New York 13

★SINCLAIR & Valente Co., 611 W. 129th St., New  
York 27, N. Y.

### TRANSFER PRESSES

★RUTHERFORD Machinery Co., Div. Sun Chemical  
Corp., 100 Sixth Ave., New York 13, N. Y.

WAGNER, Chas., Litho Mch. Co., 51 Park Ave.,  
Hoboken, N. J.

### TRANSFERS, TEXTILE (See Thermo- graphic Machines and Supplies)

**TRIMMING MACHINES, ELECTROTYPERS AND STEREOTYPERS**

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8  
HOE, R., & Co., 910 E. 138th St., New York 54

**TRUCKS**

1 Electric  
2 Form  
3 Form File  
4 Form Lift  
5 Gravure  
6 Makeup  
7 Metal  
8 Paper Handling  
9 Press Platform  
10 Truck Wheels, Casters  
11 Upright, for Bindery

1 2 3 4 5 6 7 8 9 10 11  
ALLIED Steel Equip. Co., Lapeer, Mich.  
★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.  
ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, Ill.  
ANGLE Steel Stool Co., 309 W. Oak St., Plainwell, Mich.  
AUTOMATIC Transportation, 101 W. 87th St., Chicago 20, Ill.  
BARRETT-Cravens Co., 3255 W. 30th St., Chicago 23  
BERRY Machine Co., 716 N. First St., St. Louis, Mo.  
CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.  
DUPLEX Printing Press Co., Battle Creek, Mich.  
EASTON Car & Construction Co., Easton, Pa.  
ECONOMY Engineering Co., 2653 W. Van Buren St., Chicago 12, Ill.  
ELWELL-Parker Electric Co., 4120 St. Clair Ave., Cleveland 14, Ohio  
EQUIPTO Div. Aurora Equipment Co., Aurora, Ill.  
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.  
★HAMILTON Mfg. Co., Two Rivers, Wis.  
HAMILTON Tool Co., 9th & Hanover, Hamilton, Ohio  
LEWIS-Shepard Sales Corp., 125 Walnut St., Watertown, Mass.  
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.  
MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.  
MODERN Eqp. Co., 2011 Cumming St., Omaha 2, Neb.  
NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.  
NORMAN, Wm. A., 185 N. Wabash Ave., Chicago 1  
NUTTING Truck & Caster Co., Inc., 1125 W. Division St., Faribault, Minn.  
PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio  
REVOLVATOR Co., 86th St. & Bergen Tpke., North Bergen, N. J.  
★ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.  
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.  
★SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.  
STA-HI Corp., 1020 Crocker St., Los Angeles 21, Cal.  
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.  
THOMPSON Cabinet Co., Ludington, Mich.  
UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.  
YALE & Towne Mfg. Co., 4530 Tacony St., Philadelphia 24, Pa.

**TUSCHE**  
FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.  
★INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.

★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.  
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.

**TWEEZERS**

LUDWIG-Duell Co., 30 Beekman St., New York 7  
MELIND, Louis, 362 W. Chicago Ave., Chicago 10, Ill.  
PIONEER Mfg. Co., 1212 Jackson St., Toledo 2, Ohio

**TYING, PACKAGING MACHINERY (See Packaging & Tying Machines)****TYING UP TAPE (Printed String)**

ECONOMY Novelty & Printing Co., 225 W. 39th St., New York 18, N. Y.

**TYMPAN PACKING AND PAPER (See Cylinder—Drawsheets and Tympan. Also "Tympan" in Paper Section)****TYMPAN PAPER ROLL HOLDERS, WALL BRACKETS**

NELSON Vertical Paper Cutter Co., 424 W. 22nd St., Norfolk 16, Va.  
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

**TYMPAN STABBER**

★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

**TYPE**

1 Army and Navy Insignia  
2 Borders and Rules  
3 Brass  
4 Fonts, APL, Monotype and Thompson Cast  
5 Foundry  
6 Rubber  
7 Slugs  
8 Steel  
9 Type Metal Strip  
10 Wood

1 2 3 4 5 6 7 8 9 10  
ACME Type Foundry, 161 W. Harrison St., Chicago 5  
ACME Wood Type Mfg. Co., 270 Lafayette St., New York 12, N. Y.  
ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.  
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.  
AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.  
BAUER Type Foundry, Inc., 235 E. 45th St., New York 17, N. Y.  
BELMONT Smelting & Refining Wks., Inc., 330 Belmont Ave., Brooklyn 7, N. Y.  
CALIFORNIA Type Foundry, 440 Battery St., San Francisco 11, Cal.  
EMBOSOGRAPH Corp., 38 W. 21st St., New York 10  
EMPIRE Type Foundry, Delevan, N. Y.  
GLOBE Wood Type Co., 2856 D St., Philadelphia 34  
HAASE Type Foundry, 1849 N. Halsted St., Chicago 14  
★HAMILTON Mfg. Co., Two Rivers, Wis.  
JOHNSON, Joseph E., Co., 610 Atlantic Ave., Brooklyn 17, N. Y.  
KELSEY Co., 45 Crown St., Meriden, Conn.  
KWIKPRINT Gold Stamping Mach., 605 W. Washington Blvd., Chicago 6, Ill.  
LUDWIG-Duell Co., 30 Beekman St., New York 7  
MATTHEWS, Jas. H., & Co., 3950 Forbes St., Pittsburgh 13, Pa.  
MELIND, Louis, 362 W. Chicago Ave., Chicago 10  
★MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.  
MONO-Trade Co., 213 S. 6th St., Minneapolis 2, Minn.  
NORTHWEST Type Foundry, 507 S. Fourth St., Minneapolis 15, Minn.  
O. K. Light Type Foundry, 910 W. Van Buren St., Chicago 7, Ill.  
PACIFIC Typesetting & Type Foundry Co., 442 Sansome St., San Francisco, Cal.

1 2 3 4 5 6 7 8 9 10  
PERFECTION Type, Inc., 141 East 5th St., St. Paul 1  
PRINTERS Supply Service, 719 S. Dearborn St., Chicago 5, Ill.  
QUAKER City Type Foundry, 418 Arch St., Philadelphia 6, Pa.  
RAYCO Type Founders, 604 W. Lake St., Chicago 6  
RULEX Type Corp., 549 S. Wells St., Chicago 5, Ill.  
SCHMIDT, Geo. T., Inc., 4108 N. Ravenswood Ave., Chicago 13, Ill.  
STERLING Type Foundry, Vermontville, Mich.  
STEWART, Don, Co., 441 Clay St., San Francisco 11  
STRIPFOUNDERS, Inc., 4550 S. Federal St., Chicago 9  
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 17, N. Y.  
THOMPSON Type Founders, 1414 S. Harwood, Dallas 1, Tex.  
★TURNER Type Founders Co., E. 27th & Payne Ave., Cleveland 14, Ohio  
UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.  
★UNIVERSAL Mono-Tabular Corp., 418 N. St. Paul St., Dallas 1, Tex.

**TYPE CASES (See Cabinets, Cases, Racks)****TYPE HIGH GAUGE (See Gauges and Testing Instruments)****TYPE, SLUG CASTERS (See Composing Machines and Supplies)****TYPEWRITERS, JUSTIFYING**

COXHEAD, Ralph, Co., 333 Sixth Ave., New York  
★DOUTHITT Corporation, 650 W. Baltimore Ave., Detroit 2, Mich.  
UNDERWOOD Elliott Fisher Co., Park Ave., New York 16, N. Y.

**TYPEWRITER RIBBON ATTACHMENTS (See Presses, Specialty Printing)****TYPEWRITER, RIBBONS**

FUCHS & Lang Mfg. Co., Div. General Printing Ink Corp., 100 Sixth Ave., New York 13, N. Y.  
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.  
UNDERWOOD Elliott Fisher Co., Park Ave., New York 16, N. Y.

**VACUUM PRINTING FRAMES**

★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth 8, N. J.  
ATLAS Electric Devices Co., 361 W. Superior St., Chicago, Ill.  
AURORA School of Photoengraving, Aurora, Mo.  
BAUMGARDNER, H. K., Sales & Service Co., formerly American Rotaprint Corp., 1935 Euclid Ave., Cleveland 15, Ohio  
BROWN Coating & Eqp. Co., 17332 Wisconsin, Detroit 21, Mich.  
CROKE, Allan B., Co., 163 Oliver St., Boston 10  
★DOUTHITT Corporation, The, 650 W. Baltimore Ave., Detroit 2, Mich.  
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
★LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.  
LEVY, Max, & Co., Wayne Ave. & Berkley St., Philadelphia, Pa.  
LONG Engineering Research Co., 1000 Wheatshaf Rd., Linden, N. J.  
PITMAN, Harold M., Co., 51st Ave. and 33rd St., Chicago 50, Ill.  
ROBERTSON, R. R., 400 W. Madison St., Chicago  
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
SULLEBARGER, E. T. Co., 110 Fulton St., New York 7  
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.  
ZARKIN Machine Co., Inc., 335 E. 27th St., New York

**VARIABLE SPEED PULLEYS**

★DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave., Dayton, Ohio  
★HORTON Co., 3016 University Ave., S. E., Minneapolis 14, Minn.  
NOLAN Machinery Corp., 1333 E. Dominick St., Rome, N. Y.  
REEVES Pulley Company, Dept. RV, Columbus, Ind.

**VARIABLE SPEED TRANSMISSIONS**

GRAHAM Transmissions, Inc., 3754 N. Holton St., Milwaukee 12, Wis.  
 LINK-Belt Company, 2045 W. Hunting Park Ave., Philadelphia 40, Pa.  
 OILGEAR Co., 1403 W. Bruce St., Milwaukee 4, Wis.  
 REEVES Pulley Co., Columbus, Ind.  
 RELIANCE Electric & Engineering Co., 1101 Ivanhoe Road, Cleveland 10, Ohio

**VARNISH (See Inks)****VARNISHING MACHINES**  
(See Coating Machines)**VENTILATING SYSTEMS (See Air and Paper Conditioners, Anti-Offset Eqpt., and Heating, Ventilating Systems)****VIBRATION CONTROL METHODS**

GOODRICH, B. F., Rubber Co., 500 S. Main St., Akron 18, Ohio  
 KORFUND Company, Inc., 48-15 32nd Place, Long Island City 1, N. Y.  
 RAYBESTOS-Manhattan, Inc., 61 Willett St., Passaic, N. J.  
 UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.  
 VIBRATION Eliminator Co., 10-28 47th Ave., Long Island City 1, N. Y.

**WASH, BLANKET**

(See Blanket, Wash, Offset-Litho.)

**WASHUP MATERIALS AND METHODS, OFFSET-LITHO**

ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16  
 CLEAN-A-Press Machine Co., 821 3rd St., Des Moines 1, Iowa  
 DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.  
 EAGLE Printing Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.  
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 GEGENHEIMER, Wm., 80 Roebling St., Brooklyn 1  
 INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.  
 \*SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

**WASHUP, OFFSET-LITHOGRAPHIC**  
(See Roller, Inking, Washing Machines)**WASH, TYPE AND CUT**

\*ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.  
 \*AMERICAN Steel Chase Co., 3131 Forty-Eighth Ave., Long Island City 1, N. Y.  
 \*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.  
 ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16  
 BOOTH, E. A., Rubber Co., Mahoning Bank Bldg., Youngstown, Ohio  
 BRADEN Surphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio  
 CHALMERS Chemical Co., 123 Chestnut St., Newark 5, N. J.  
 CHEMICAL Color & Supply Co., 547 S. Clark St., Chicago 5, Ill.  
 DURYEA Products Co., Inc., Empire State Bldg., New York 1, N. Y.  
 EAGLE Printing Ink Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.  
 \*GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.  
 INCO Co., 1426 W. 3rd St., Cleveland 13, Ohio  
 INDIANA Chemical & Mfg. Co., 517 So. Alabama St., Indianapolis 4, Ind.  
 MESSEROLE, Edward D., Co., Inc., 245 7th Ave., New York, N. Y.  
 METALS Refining Company, 1717 Summer St., Hammond, Ind.  
 PECK, James I. (Reg.), 47 High St., West Orange, N. J.  
 PERFECTION Products Co., 116 Earl St., Rochester 11, N. Y.  
 PIERCE & Stevens, 710 Ohio St., Buffalo 3, N. Y.  
 PURE Oil Co., 35 E. Wacker Drive, Chicago 1, Ill.  
 RELIABLE Printing Equipment Co., Erie Bldg., Cleveland, Ohio  
 RELIABLE Rule Co., 94 Academy St., Newark, N. J.  
 \*SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.  
 SMITH, Francis X., Co., 952 E. 93rd St., Brooklyn 12  
 STANDARD Oil Co. of Ky., Louisville, Ky.  
 TAYLOR-Gluem Co., Concord, N. H.  
 TROJAN Products Co., 53 W. Jackson Blvd., Chicago 2, Ill.

**WEBBING (See Belts, Belting and Tape)****WELDER, ELECTRIC**

GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.

**WIPERS, MOUTHPIECE AND SPACE BAND (See Composing Machines and Supplies)****WIPING CLOTHS**

CALLAWAY Mills, 295 Fifth Ave., New York 16  
 SANITARY Wiping Cloth Co., 1800 Bayard St., Baltimore 30, Md.

**WIRE**

1 Spiral Binding  
 2 Stapling and Stitching  
 1 2  
 ACME Staple Co., 1643 Haddon Ave., Camden, N. J.  
 2  
 AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland 13, Ohio  
 1 2  
 BOSTITCH, Westerly, R. I.  
 2  
 CHICAGO Steel & Wire Company, 10257 Torrence Ave., Chicago 17, Ill.  
 CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.  
 2  
 \*HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5  
 HELLER Co., The, 2135 Superior Ave., Cleveland 6  
 2  
 \*LAWSON, E. P., & Co., 426 W. 33rd St., New York 2  
 PARICH, W. R. Mfg. Co., 2855-57 N. Rockwell St., Chicago 18, Ill.  
 \*PRENTISS, Geo. W., & Co., 439 Dwight St., Holyoke, Mass.  
 1 2  
 \*SENECA Wire & Mfg. Co., Fostoria, Ohio  
 2  
 SLOVES Mechanical Binding Co., 121 Varick St., New York 13, N. Y.

**WIRE STITCHERS (See Stitchers, Wire)****WOOD, CUT BLOCKING AND TINT BLOCKS**

1 Cut Blocking  
 2 Die and Envelope-Cutting  
 3 Tint Blocks  
 1 2 3  
 AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.  
 3  
 APPLETON Wood Products Co., Douglas & Second Sts., Appleton, Wis.  
 2  
 \*HAMILTON Mfg. Co., Two Rivers, Wis.  
 3  
 IRWIN Manufacturing Co., Garland 1, Pa.  
 3  
 LUDWIG-Duell Co., 30 Beekman St., New York 7, N. Y.  
 3  
 SANDBERG Mfg. Co., 1949 W. Fulton St., Chicago 12  
 1  
 WELLS Mfg. Co., 1700 S. Main St., South Bend, Ind.

**WRAPPING MACHINES**

BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.  
 MAXSON Automatic Mch. Co., 409 Washington Trust Bldg., Westerly, R. I.  
 PACKAGE Machinery Co., 132 Birnie Ave., Springfield, Mass.

**PRINTING MACHINERY DEALERS**

\*ABRAMS, M. L., Co., 1639 Superior Ave., Cleveland 14  
 ALLIED Printing & Binding Machinery Co., 3771 Chester Ave., Cleveland 14  
 \*AMERICAN Type Founders, 200 Elmora, Elizabeth B. N. J.  
 BARAGER, M. E., 6523 20th Ave., N. E. Seattle, Wash  
 BRINTNALL, Harry W., Co., 430 Howard St., San Francisco  
 CHICAGO Printers Machine Works, 609 W. Lake St., Chicago 6  
 CONTINENTAL Printing Equipment Co., 633 Plymouth Court, Chicago 5  
 CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10  
 CRESCENT Printers Supply, 69 E. Long St., Columbus 15  
 \*DODSON Printers Supply Co., 231 Pryor St., S. W., Atlanta 3  
 DORSEY'S Printers Supply Co., Inc., 125 Pontotoc, Memphis, Tenn.  
 ECONOMY Printers Products Co., 609 S. La Salle St., Chicago 5  
 \*FALCO Corp., 47-01 35th St., Long Island City, N. Y.  
 FARNSWORTH, John, Bourse Bldg., Philadelphia 6  
 FULLER, E. C. Co., Inc., 28 Reade St., New York 7  
 GANE Brothers and Lane, Inc., 1335 W. Lake St., Chicago 7  
 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10  
 GRIFFITHS, John, Co., Inc., 17 E. 42d St., New York 17

HALE, Frank D., 64 Tonnelle Ave., Jersey City, N. J.  
 HALL, Norman F., Co., 733 Santiago St., San Francisco  
 HALL, Thomas W., Co., Inc., Sunnyside Ave., Stamford, Conn.  
 HARTNETT, R. W., Co., 1025 Cherry St., Philadelphia 7  
 \*HEINRICH, Harald H., Inc., 200 Varick St., New York 14, N. Y.  
 HEUSLEIN, R. J., Co., 11 S. Meridian St., Indianapolis 4, Ind.  
 JOHNSON, C. I., Mfg. Co., 145 S. Wabasha St., St. Paul 1  
 KEMP, Wm. M., Co., 420 Market St., San Francisco 11  
 LAVERY, Chas., 69 E. Long St., Columbus 15  
 \*LAWSON, E. P., Co., Inc., 426 W. 33d St., New York 1  
 MARSHALL Son & Wheelock, Inc., 82 Lincoln St., Boston 11  
 MASON-Moore-Tracy, Inc., 28 E. Fourth St., New York 3  
 MIDWEST Printers Supply, Inc., 139 E. Third St., Cincinnati 2  
 \*MISSOURI-Central Type Foundry, 705 E. Murdoch Ave., Wichita 3, Kan.  
 \*NORTHERN Machine Works, Marshall & Jefferson Sts., Philadelphia  
 NORTHWEST Type Foundry, 507 S. Fourth St., Minneapolis 15  
 \*PAYNE & Walsh Corp., 82 Beekman St., New York 7  
 PELOUZE Printers Supply Co., 311 A B C Bldg., Richmond, Va.

PERFECTION Type, Inc., 141 E. Fifth St., St. Paul 1  
 \*PRINTERS Exchange, 705 S. Wells St., Chicago 7  
 PRINTERS Machinery Corp., 410 S. Clinton St., Chicago 7  
 PRINTERS Trading Post, 606 Broadway, Kansas City, Mo.  
 PRINTING Press Parts & Supplies, Inc., 221 High St., Boston 10  
 \*RATHBUN & Bird Co., Inc., 85 Grand St., New York 13  
 RUESCH Company, 1932 E. Webster Place, Milwaukee 11  
 RYAN, E. G., & Co., 727 S. Dearborn St., Chicago 5  
 SHERIDAN, T. W. & C. B. Co., Inc., 135 Lafayette St., New York 13  
 STANDARD Paper Box Machine Co., Inc., 133 Bleeker St., New York 12  
 STEWART, Don. Co., 441 Clay St., San Francisco 11  
 STOUT, Samuel C., Co., 343 S. Dearborn St., Chicago 4  
 TOMPKINS Printing Equipment Co., 720 S. Clark St., Chicago 5  
 \*TOMPKINS Printing Equipment Co., 1040 W. Grand Blvd., Detroit 8  
 \*TURNER Type Founders Co., E. 27th & Payne Ave., Cleveland 14  
 \*TYPE & Press of Illinois, 220 S. Jefferson St., Chicago 6  
 WALKER, E. H., Supply Co., 140 Que St., N. E., Washington 2, D. C.  
 WESTERN Printing Machinery Co., 430 S. Green St., Chicago 7  
 WESTERN Newspaper Union, 621 S. 15th St., Omaha 1

# INDEX TO PRINCIPAL PAPER LINES AND THE MANUFACTURERS

**A****ANNOUNCEMENT**

AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.  
BECKETT Paper Co., Hamilton, Ohio  
CHAMPION Paper & Fibre Co., Hamilton, Ohio  
IMPORT Paper Co., 701 W. Washington Blvd., Chicago 6, Ill.  
KENT Paper Co., Inc., The, 159 Varick St., New York, N. Y.  
LEADER Card Works, Inc., 916 S. Sixth St., Milwaukee 4, Wis.  
LINWEAVE, 21 Cypress St., Springfield 2, Mass.  
OTTEN Brothers Co., 7356 Richmond, Detroit 11, Mich.  
RISING Paper Co., Park St., Housatonic, Mass.  
STRATHMORE Paper Co., West Springfield, Mass.  
WHITING-Plover Paper Co., Stevens Point, Wis.

**B****BIBLE PAPER**

ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99 Mich.  
BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
CRANE & Co., Inc., 30 South St., Dalton, Mass.  
CROCKER, Burbank Papers, Inc., 345 Westminster St., Fitchburg, Mass.  
ECUSTA Paper Corp., Pisgah Forest, N. C.  
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.  
TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
WARREN, S. D. Co., 89 Broad St., Boston 1, Mass.

**BLANKS, PLAIN AND COATED**

ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
BEVERIDGE Paper Co., 705 W. Washington St., Indianapolis, Ind.  
BROWNVILLE Board Co., Brownville, N. Y.  
CHAMPION Paper & Fibre Co., Hamilton, Ohio  
FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.  
FRANKLIN Paper Co., Third Level Canal, Holyoke, Mass.  
LEWIS, J. P., Co., Beaver Falls, N. Y.  
LINTON Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
LOWE Paper Co., River St., Ridgefield, N. J.  
WHEELWRIGHT Papers, Inc., 230 Park Ave., New York 17, N. Y.

**BLOTTING**

1 No. 1 Grade  
2 No. 2 Grade  
3 No. 3 Grade  
4 Embossed  
5 Enameled  
6 Fancy  
7 Halftrone  
8 Offset Pasted  
1 2 3 4 5 6 7 8  
ALBEMARLE Paper Mfg. Co., Richmond, Va.  
1 2 3 4 5 6 7 8  
CANTINE, Martin, Co., Saugerties 1, N. Y.  
1 2 3 4 5 6 7 8  
DISTRICT of Columbia Paper Mills, Inc., Potomac & K Sts., N. W., Washington 7, D. C.  
1 2 3 4 5 6 7 8  
HARDING-Jones Paper Co., Middletown, Ohio.  
1 2 3 4 5 6 7 8  
MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.  
1 2 3 4 5 6 7 8  
PARKER, Joseph, & Son Co., 1155 Whalley Ave., New Haven 13, Conn.  
1 2 3 4 5 6 7 8  
ROCHESTER Paper Co., Rochester, Mich.  
1 2 3 4 5 6 7 8  
STANDARD Paper Mfg. Co., Richmond, Va.  
1 2 3 4 5 6 7 8  
WRENN Paper Co., Middletown, Ohio  
1 2 3 4 5 6 7 8

**BOARD**

1 Binders  
2 Box and Carton  
3 Chip  
4 Corrugated  
5 Mat  
6 Mounting  
7 Poster  
8 Press  
9 Straw  
10 Tag  
1 2 3 4 5 6 7 8 9 10  
CHAMPION Paper and Fibre Co., Hamilton, Ohio  
1 2 3 4 5 6 7 8 9 10  
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
1 2 3 4 5 6 7 8 9 10  
CONSOLIDATED Paper Co., Monroe, Mich.  
1 2 3 4 5 6 7 8 9 10  
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.  
1 2 3 4 5 6 7 8 9 10  
FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.  
1 2 3 4 5 6 7 8 9 10  
LINTON Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
1 2 3 4 5 6 7 8 9 10  
LOW Paper Co., River St., Ridgefield, N. J.  
1 2 3 4 5 6 7 8 9 10  
MEAD Sales Co., The, 230 Park Ave., New York 17  
1 2 3 4 5 6 7 8 9 10  
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio  
1 2 3 4 5 6 7 8 9 10  
OHIO Boxboard Co., Rittman, Ohio  
1 2 3 4 5 6 7 8 9 10  
PORT Huron Sulphite & Paper Co., Port Huron, Mich.  
1 2 3 4 5 6 7 8 9 10  
RIEGLER Paper Corp., 342 Madison Ave., New York 17  
1 2 3 4 5 6 7 8 9 10  
SORG Paper Co., Middletown, Ohio  
1 2 3 4 5 6 7 8 9 10

**BOND PAPER, COATED, ONE SIDE**

APPLETON Coated Paper Co., Appleton, Wis.  
CANTINE, Martin, Co., Saugerties, N. Y.  
MIAMI Valley Coated Paper Co., Franklin, Ohio  
MICHIGAN Paper Co., Plainwell, Mich.  
STANDARD Paper Mfg. Co., Richmond, Va.

**BOND AND LEDGER PAPERS**

1 100% Rag Content  
2 75% Rag Content  
3 50% Rag Content  
4 25% Rag Content  
5 Manifold Onion Skin Tissue (Thin Paper)  
6 Sulphite  
7 Writings  
1 2 3 4 5 6 7  
AETNA Paper Co., Dayton, Ohio  
1 2 3 4 5 6 7  
AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.  
1 2 3 4 5 6 7  
BADGER Paper Mills, Inc., Peshtigo, Wis.  
1 2 3 4 5 6 7  
BARE, D. M., Paper Co., Roaring Springs, Pa.  
1 2 3 4 5 6 7  
BRIGHTWATER Paper Co., 115 Howland Ave., Adams, Mass.  
1 2 3 4 5 6 7  
BROWN, L. L., Paper Co., Adams, Mass.  
1 2 3 4 5 6 7  
CANTINE, Martin, Co., Saugerties 1, N. Y.  
1 2 3 4 5 6 7  
CAREW Mfg. Co., Hadley Falls, Mass.  
1 2 3 4 5 6 7  
CHAMPION Paper & Fibre Co., Hamilton, Ohio  
1 2 3 4 5 6 7  
CHEMICAL Paper Mfg. Co., Holyoke, Mass.  
1 2 3 4 5 6 7  
CHILLICOTHE Paper Co., Chillicothe, Ohio  
1 2 3 4 5 6 7  
COLLINS Mfg. Co., N. Wilbraham, Mass.  
1 2 3 4 5 6 7  
CRANE & Co., Inc., 30 South St., Dalton, Mass.  
1 2 3 4 5 6 7  
CROCKER-McElwain Co., Holyoke, Mass.  
1 2 3 4 5 6 7  
DETROIT Sulphite & Paper Co., Detroit, Mich.  
1 2 3 4 5 6 7  
DEXTER, C. H., & Sons, Windsor Locks, Conn.  
1 2 3 4 5 6 7  
EASTERN Corporation, Bangor, Me.  
1 2 3 4 5 6 7  
ECUSTA Paper Corp., Pisgah Forest, N. C.  
1 2 3 4 5 6 7  
ESLEECK Mfg. Co., Turners Falls, Mass.  
1 2 3 4 5 6 7

1 2 3 4 5 6 7  
FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.  
1 2 3 4 5 6 7  
FRASER Industries, Inc., 420 Lexington Ave., New York 17, N. Y.  
1 2 3 4 5 6 7  
FRENCH Paper Co., Niles, Mich.  
1 2 3 4 5 6 7  
GILBERT Paper Co., Menasha, Wis.  
1 2 3 4 5 6 7  
GLATFELTER, P. H., Co., Spring Grove, Pa.  
1 2 3 4 5 6 7  
GROVETON Papers, Inc., Groveton, N. H.  
1 2 3 4 5 6 7  
HAMILTON, W. C., & Sons, Miquon, Montgomery County, Pa.  
1 2 3 4 5 6 7  
HAMMERMILL Paper Co., Erie, Pa.  
1 2 3 4 5 6 7  
HARDING-Jones Paper Co., Exello, Ohio  
1 2 3 4 5 6 7  
HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.  
1 2 3 4 5 6 7  
HOWARD Paper Co., Urbana, Ohio  
1 2 3 4 5 6 7  
INTERNATIONAL Paper Co., 220 E. 42nd St., New York 17, N. Y.  
1 2 3 4 5 6 7  
KALAMAZOO Vegetable Parchment Co., Kalamazoo 99, Mich.  
1 2 3 4 5 6 7  
KEITH Paper Co., Turners Falls, Mass.  
1 2 3 4 5 6 7  
LEE Paper Co., Vicksburg, Mich.  
1 2 3 4 5 6 7  
LINWEAVE, 21 Cypress St., Springfield, Mass.  
1 2 3 4 5 6 7  
MAXWELL Paper Co., Franklin, Ohio  
1 2 3 4 5 6 7  
MEAD Sales Co., Inc., 230 Park Ave., New York 17  
1 2 3 4 5 6 7  
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio  
1 2 3 4 5 6 7  
MICHIGAN Paper Co., Plainwell, Mich.  
1 2 3 4 5 6 7  
MILLERS Falls Paper Co., Millers Falls, Mass.  
1 2 3 4 5 6 7  
MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.  
1 2 3 4 5 6 7  
MONADNOCK Paper Mills, 1054 Park Sq. Bldg., Boston, Mass.  
1 2 3 4 5 6 7  
MUNISING Paper Co., 135 S. La Salle St., Chicago 3  
1 2 3 4 5 6 7  
NEENAH Paper Co., Neenah, Wis.  
1 2 3 4 5 6 7  
NEKOOSA-Edwards Paper Co., Port Edwards, Wis.  
1 2 3 4 5 6 7  
NORTH American Pulp & Paper Co., Cheboygan Mich.  
1 2 3 4 5 6 7  
NORTHWEST Paper Co., Cloquet, Minn.  
1 2 3 4 5 6 7  
PARKER-Young Co., 131 State St., Boston 9, Mass.  
1 2 3 4 5 6 7  
PARSONS Paper Co., Holyoke, Mass.  
1 2 3 4 5 6 7  
PATERSON Parchment Paper Co., Bristol, Pa.  
1 2 3 4 5 6 7  
PORT Huron Sulphite & Paper Co., Port Huron, Mich.  
1 2 3 4 5 6 7  
RISING Paper Co., Park St., Housatonic, Mass.  
1 2 3 4 5 6 7  
RIVERSIDE Paper Corp., Appleton, Wis.  
1 2 3 4 5 6 7  
SORG Paper Co., Middletown, Ohio  
1 2 3 4 5 6 7  
SOUTHWORTH Co., West Springfield, Mass.  
1 2 3 4 5 6 7  
STANDARD Paper Mfg. Co., Richmond, Va.  
1 2 3 4 5 6 7  
STRATHMORE Paper Co., West Springfield, Mass.  
1 2 3 4 5 6 7  
TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
1 2 3 4 5 6 7  
VALLEY Paper Co., Holyoke, Mass.  
1 2 3 4 5 6 7  
WARD Paper Co., Merrill, Wis.  
1 2 3 4 5 6 7  
WAUSAU Paper Mills Co., 111 W. Washington St., Chicago, Ill.  
1 2 3 4 5 6 7  
WESTON, Byron Co., Main St., Dalton, Mass.  
1 2 3 4 5 6 7

WHEN WRITING PAPER MANUFACTURERS PLEASE MENTION

1 2 3 4 5 6 7  
WHITING, George A., Paper Co., Menasha, Wis.  
WHITING Paper Co., Holyoke, Mass.  
WHITING-Plover Paper Co., Stevens Point, Wis.  
WORTHY Paper Co., West Springfield, Mass.  
WYTEK Sales Co., Dayton, Ohio

**BOOK, COATED**

1 Book, Coated, Machine  
2 Book, Coated, Offset  
3 Colored  
4 Dull Finish  
5 Gloss Ink  
6 No. 1 Grade  
7 No. 2 Grade, Folding  
8 No. 3 Grade  
9 No. 4 Grade  
10 Proofing, Coated one Side  
1 2 3 4 5 6 7 8 9 10  
ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99 Mich.  
APPLETON Coated Paper Co., Appleton, Wis.  
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis 4, Ind.  
BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
CANTINE, Martin, Co., Saugerties, N. Y.  
CHAMPION Paper & Fibre Co., Hamilton, Ohio  
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.  
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
DILL & Collins, Inc., 230 Park Ave., New York 17  
KALAMAZOO Paper Co., Kalamazoo, Mich.  
KIMBERLY-Clark Corp., Neenah, Wis.  
MEAD Sales Co., Inc., 230 Park Ave., New York 17  
MIAMI Valley Coated Paper Co., Franklin, Ohio  
MICHIGAN Paper Co., Plainwell, Mich.  
OXFORD Paper Co., 230 Park Ave., New York 17  
REX Paper Co., Kalamazoo, Mich.  
WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.  
WATERVLIET Paper Co., Watervliet, Mich.  
WEST Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.

**BOOK, UNCOATED**

1 A Grade  
2 B Grade  
3 C Grade  
4 D Grade  
5 Antique  
6 Coated  
7 Eggshell  
8 English Finish  
9 Machine Finish  
10 Mimeograph  
11 Offset  
12 Rotogravure  
13 Super Calendared  
14 Text, Deckle Edge  
15 Text, Plain Edge  
16 Vellum, Weddings  
1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16  
ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
1 2 3 4 5 6 7 8 9 10 11  
AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.  
1 2 3 4 5 6 7 8 9 10 11  
BARE, D. M., Paper Co., Roaring Spring, Pa.  
BECKETT Paper Co., Hamilton, Ohio  
BERGSTROM Paper Co., Neenah, Wis.  
BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
CHAMPION Paper & Fibre Co., Hamilton, Ohio

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16  
CHEMICAL Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
CHILLICOTHE Paper Co., Chillicothe, Ohio  
CRANE & Co., Inc., 30 South St., Dalton, Mass.  
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
DILL & Collins, Inc., 230 Park Ave., New York 17  
EASTERN Corporation, Bangor, Me.  
EVERETT Pulp & Paper Co., Everett, Wash.  
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.  
FRENCH Paper Co., Niles, Mich.  
GLATFELTER, P. H., Co., Spring Grove, Pa.  
HAMILTON, W. C., & Sons, Miquon, Montgomery County, Pa.  
HAMMERMILL Paper Co., Erie, Pa.  
HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.  
HOPPER Paper Co., Taylorville, Ill.  
HOWARD Paper Co., Urbana, Ohio  
INTERNATIONAL Paper Co., 220 E. 42d St., New York 17, N. Y.  
JESSUP & Moore Paper Co., 16 S. Broad St., Philadelphia 2, Pa.  
KALAMAZOO Paper Co., Kalamazoo, Mich.  
KALAMAZOO Vegetable Parchment Co., Kalamazoo 99, Mich.  
KEITH Paper Co., Turners Falls, Mass.  
LINWEAVE, 21 Cypress St., Springfield 2, Mass.  
MAXWELL Paper Company, Franklin, Ohio  
MEAD Sales Co., Inc., 230 Park Ave., New York 17  
MIAMI Valley Coated Paper Co., Franklin, Ohio  
MICHIGAN Paper Company, Plainwell, Mich.  
MINNESOTA & Ontario Paper Co., 205 W. Wacker Drive, Chicago 6, Ill.  
NEW YORK & Pennsylvania Co., Lock Haven, Pa.  
NORTH American Pulp & Paper Co., Cheboygan, Mich.  
NORTHWEST Paper Company, Cloquet, Minn.  
OXFORD Paper Co., 230 Park Ave., New York 17  
PENINSULAR Paper Co., Ypsilanti, Mich.  
REX Paper Company, Kalamazoo, Mich.  
RISING Paper Company, Housatonic, Mass.  
SORG Paper Company, Middletown, Ohio  
STANDARD Paper Mfg. Co., Richmond, Va.  
STRATHMORE Paper Company, West Springfield, Mass.  
TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.  
WATERVLIET Paper Co., Watervliet, Mich.  
WAUSAU Paper Mills, 111 W. Washington St., Chicago, Ill.

1 2 3 4 5 6 7 8 9 10 11  
12 13 14 15 16  
WEST VIRGINIA Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
WHEELWRIGHT Papers, Inc., 230 Park Ave., New York 17, N. Y.  
WHITING, George A., Paper Co., Menasha, Wis.  
WHITING Paper Company, Holyoke, Mass.  
WORTHY Paper Company, West Springfield, Mass.

**BRISTOLS**

1 Coated Bristols and Post Card  
2 Index, 100% Rag Content  
3 Index, 50% Rag Content  
4 Index, 25% Rag Content  
5 Index, Sulphite and Bleached Sulphate  
6 Wedding  
1 2 3 4 5 6  
ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.  
APPLETON Coated Paper Co., Appleton, Wis.  
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis 4, Ind.  
BROWN, L. L., Paper Co., Adams, Mass.  
CANTINE, Martin, Co., Saugerties 1, N. Y.  
CENTRAL Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.  
CHAMPION Paper & Fibre Co., Hamilton, Ohio  
CHEMICAL Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
COLLINS Mfg. Co., North Wilbraham, Mass.  
CRANE & Co., Inc., 30 South St., Dalton, Mass.  
CROCKER-McElwain Co., Holyoke, Mass.  
DETROIT Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich.  
DILL & Collins, Inc., 230 Park Ave., New York 17  
FRANKLIN Paper Co., Third Level Canal, Holyoke, Mass.  
GILBERT Paper Co., Menasha, Wis.  
HAMMERMILL Paper Co., Erie, Pa.  
HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.  
HOLLINGSWORTH & Vose Co., 112 Washington St., East Walpole 1, Mass.  
HOPPER Paper Co., Taylorville, Ill.  
INTERNATIONAL Paper Co., 220 East 42nd St., New York 17, N. Y.  
LINTON Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
LINWEAVE, 21 Cypress St., Springfield 2, Mass.  
MARVELLUM Co., Appleton St., Holyoke, Mass.  
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio  
MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.  
NEENAH Paper Co., Neenah, Wis.  
NORTH American Pulp & Paper Co., Cheboygan, Mich.  
NORTHWEST Paper Co., Cloquet, Minn.  
PARSONS Paper Co., Holyoke, Mass.  
PENINSULAR Paper Co., Ypsilanti, Mich.  
PERFECT Safety Paper Co., 102 Winter St., Holyoke, Mass.  
PORT Huron Sulphite & Paper Co., Port Huron, Mich.  
RIEGEL Paper Corp., 342 Madison Ave., New York 17  
RISING Paper Co., Park St., Housatonic, Mass.  
SORG Paper Co., Middletown, Ohio  
STANDARD Paper Mfg. Co., Richmond, Va.  
STRATHMORE Paper Co., West Springfield, Mass.

1 2 3 4 5 6  
**TILESTON & Hollingsworth Co.**, 213 Congress St., Boston 7, Mass.  
**VALLEY Paper Co.**, Holyoke, Mass.  
**WARREN, S. D., Co.**, 89 Broad St., Boston 1, Mass.  
**WATERVLIET Paper Co.**, Watervliet, Mich.  
**WEST VIRGINIA Pulp & Paper Co.**, 230 Park Ave., New York 17, N. Y.  
**WESTON, Byron, Co.**, Main St., Dalton, Mass.  
**WHEELWRIGHT Papers, Inc.**, 230 Park Ave., New York 17, N. Y.  
**WHITING Paper Co.**, Holyoke, Mass.



### CARBON PAPER

**AMERICAN Register Co.**, 365 W. Washington St., Chicago 6, Ill.  
**CARBON-SET Business Forms**, 816 Ferguson Ave., Dayton 7, Ohio  
**FRYE Mfg. Co.**, 301 University Ave., Des Moines 4 Iowa  
**GENERAL Manifold & Printing Co.**, Franklin, Pa.  
**HANO Philip Co., Inc.**, 85 Sargent St., Holyoke, Mass.  
**KEE Lox Mfg. Co.**, Rochester, N. Y.  
**MITTAG & Volger, Inc.**, Park Ridge, N. J.  
**PEERLESS Key-Imperial Mfg. Co.**, 401 Mulberry St., Newark, N. J.  
**REMINGTON Rand, Inc.**, 205 E. 42nd St., New York  
**STANDARD Register Co.**, The, 626 Albany St., Dayton, Ohio  
**STAFFORD, S. S.**, 609 Washington St., New York  
**STORMS, H. M., Co.**, 561 Grand St., Brooklyn, N. Y.  
**UNDERWOOD Elliott Fisher Co.**, 1 Park Ave., New York 16, N. Y.

### CELLOPHANE

- 1 Bags
- 2 Cord
- 3 Envelopes
- 4 Ribbon
- 5 Twine

1 2 3 4 5  
**DOBECKMUN Co.**, 3301 Monroe Ave., Cleveland, Ohio  
 1 2 3 4 5  
**UNITED States Envelope Co.**, 21 Cypress St., Springfield 2, Mass.

### CLOTH-LINED PAPER

**GUMMED Products Co.**, The, S. Union & West Sts., Troy, Ohio  
**HOLLISTON Mills, Inc.**, The, Lenox St., Norwood, Mass.  
**MID-States Gummed Paper Co.**, 2515 S. Damen Ave., Chicago 8, Ill.  
**SPRINGFIELD Coated Paper Corp.**, Camden, N. J.  
**UNITED Mfg. Co.**, 168 Birnie Ave., Springfield, Mass.

### COVER PAPERS

- 1 Acetate Film Surface
- 2 Coated
- 3 Decorative
- 4 Duplex
- 5 Embossed Finish
- 6 Pyroxylin Coated
- 7 Rag Content
- 8 Sulphite
- 9 Velour One Side

1 2 3 4 5 6 7 8 9  
**ALBEMARLE Paper Mfg. Co.**, Richmond, Va.  
**ALLIED Paper Mills**, 1608 Lake St., Kalamazoo 99, Mich.  
**AMERICAN Writing Paper Corp.**, 9 Main St., Holyoke, Mass.  
**APPLETON Coated Paper Co.**, Appleton, Wis.  
**BECKETT Paper Co.**, Hamilton, Ohio  
**BEVERIDGE Paper Co.**, Indianapolis, Ind.  
**BRYANT Paper Co.**, Kalamazoo, Mich.  
**CANTINE, Martin, Co.**, Saugerties 1, N. Y.  
**CAREW Mfg. Co.**, Hadley Falls, Mass.  
**CELLULOSE Products, Inc.**, 2107 Kishwaukee St., Rockford, Ill.  
**CENTRAL Paper Co., Inc.**, 2404 Lake Shore Drive, Muskegon, Mich.  
**CHAMPION Paper & Fibre Co.**, Hamilton, Ohio  
**CHEMICAL Paper Mfg. Co.**, Foot of Jackson St., Holyoke, Mass.

1 2 3 4 5 6 7 8 9  
**COLLINS, A. M., Mfg. Co.**, 226 W. Columbia Ave., Philadelphia 22, Pa.  
**DENNISON Mfg. Co.**, Framingham, Mass.  
**DETROIT Sulphite Pulp & Paper Co.**, 9125 W. Jefferson Ave., Detroit 17, Mich.  
**DILL & Collins Inc.**, 230 Park Ave., New York 17  
**DISTRICT of Columbia Paper Mills, Inc.**, Potomac & K Sts., N. W., Washington 7, D. C.  
**DOBECKMUN Co.**, 3301 Monroe Ave., Cleveland 13  
**EASTERN Corp.**, Bangor, Me.  
**EASTMAN Kodak Co.**, 343 State St., Rochester 4, N. Y.  
**GILBERT Paper Co.**, Menasha, Wis.  
**HAMILTON, W. C., & Sons, Miquon**, Montgomery County, Pa.  
**HAMMERMILL Paper Co.**, Erie, Pa.  
**HAMPDEN Glazed Paper & Card Co.**, Holyoke, Mass.  
**HOLYOKE Card & Paper Co.**, Fiske Ave., Springfield 7, Mass.  
**HURLBURT Paper Co.**, South Lee, Mass.  
**KNOWLTON Brothers**, 213 Factory St., Watertown, N. Y.  
**LEE Paper Co.**, Vicksburg, Mich.  
**LINTON Bros. Co.**, 22 Rollstone St., Fitchburg, Mass.  
**LINWEAVE**, 21 Cypress St., Springfield 2, Mass.  
**MARVELLUM Co.**, Appleton St., Holyoke, Mass.  
**McLAURIN Jones Co.**, 744 Philip Ave., Brookfield, Mass.  
**MIAMI Valley Coated Paper Co.**, Oxford Rd., Franklin, Ohio  
**MILLER Paper Co.**, 80 Wooster St., New York 12  
**MOHAWK Paper Mills, Inc.**, 465 S. Saratoga St., Cohoes, N. Y.

**NEW York & Pennsylvania Co.**, Lock Haven, Pa.  
**OXFORD Paper Co.**, 230 Park Ave., New York 17  
**PENINSULAR Paper Co.**, Ypsilanti, Mich.  
**PLASTIC Coating Corp.**, Holyoke, Mass.  
**PORT Huron Sulphite & Paper Co.**, Port Huron, Mich.  
**REX Paper Co.**, Kalamazoo, Mich.  
**RIEGLER Paper Corp.**, 342 Madison Ave., New York 17  
**RISING Paper Co.**, Housatonic, Mass.  
**SORG Paper Co.**, Middletown, Ohio  
**SPRINGFIELD Coated Paper Corp.**, Camden, N. J.  
**STANDARD Paper Mfg. Co.**, Richmond, Va.  
**STRATHMORE Paper Co.**, West Springfield, Mass.  
**TILESTON & Hollingsworth Co.**, 213 Congress St., Boston 7, Mass.  
**UNITED Mfg. Co.**, 168 Birnie Ave., Springfield 7, Mass.  
**WARREN, S. D., Co.**, 89 Broad St., Boston 1, Mass.  
**WATERVLIET Paper Co.**, Watervliet, Mich.  
**WHEELWRIGHT Papers, Inc.**, 230 Park Ave., New York 17, N. Y.  
**WHITING, George A., Paper Co.**, Menasha, Wis.  
**WORTHY Paper Co.**, West Springfield, Mass.



### DECALCOMANIA

**DENNISON Mfg. Co.**, 300 Howard St., Framingham, Mass.  
**McLAURIN Jones Co.**, 744 Philip Ave., Brookfield, Mass.  
**MID-States Gummed Paper Co.**, 2515 S. Damen Ave., Chicago 8, Ill.  
**NASHUA Gummed & Coated Papers**, 44 Franklin St., Nashua, N. H.  
**PAPER Manufacturers Co.**, Fifth & Willow Sts., Philadelphia 23, Pa.

### DIE WIPERS

**CENTRAL Paper Co., Inc.**, 2404 Lake Shore Drive, Muskegon, Mich.  
**PAPER Manufacturers Co.**, Fifth & Willow Sts., Philadelphia 23, Pa.

### DUPLICATOR

1 Master Copy  
 2 Rag Content  
 3 Sulphite  
 1 2 3  
**AMERICAN Writing Paper Corp.**, 9 Main St., Holyoke, Mass.  
**BADGER Paper Mills, Inc.**, Peshtigo, Wis.  
**BRYANT Paper Co.**, 2030 Potomac St., Kalamazoo 29F, Mich.  
**DITTO, Inc.**, 2243 W. Harrison St., Chicago 12, Ill.  
**EASTERN Corporation**, Bangor, Me.  
**FOX River Paper Corp.**, 401 S. Appleton St., Appleton, Wis.  
**GLATFELTER, P. H., Co.**, Spring Grove, Pa.  
**HAMMERMILL Paper Co.**, Erie, Pa.  
**INTERNATIONAL Paper Co.**, 220 East 42nd St., New York 17, N. Y.  
**MEAD Sales Co.**, 230 Park Ave., New York 17, N. Y.  
**MIAMI Valley Coated Paper Co.**, Franklin, Ohio  
**MOHAWK Paper Mills, Inc.**, 465 S. Saratoga St., Cohoes, N. Y.  
**MUNISING Paper Co.**, 135 S. LaSalle St., Chicago 3  
**NEKOOSA-Edwards Paper Co.**, Port Edwards, Wis.  
**STANDARD Duplicating Machines Corp.**, 1935 Revere Parkway, Everett 39, Mass.  
**WESTON, Byron, Co.**, Main St., Dalton, Mass.



### ENVELOPE MANUFACTURERS

**AMERICAN Envelope Co., Inc.**, West Carrollton, Ohio  
**BOURKE-Rice Envelope Co.**, 320 S. Clinton St., Chicago, Ill.  
**CUPPLES-Hesse Corp.**, 4173 Kingshighway Blvd., St. Louis, Mo.  
**CURTIS 1000, Inc.**, St. Paul, Minn.  
**DAYTON Envelope Co.**, Dayton, Ohio  
**GAW-O'Hara Envelope Co.**, 500 N. Sacramento Blvd., Chicago, Ill.  
**KARROLTON Envelope Co.**, 1521 W. Harrison St., Chicago, Ill.  
**OLD Colony Envelope Co.**, Westfield, Mass.  
**OUTLOOK Envelope Co.**, 1001 W. Washington Blvd., Chicago, Ill.  
**UNITED States Envelope Co.**, 21 Cypress St., Springfield, Mass.  
**WESTERN States Envelope Co.**, 1616 W. Pierce St., Milwaukee 4, Wis.  
**WHITING Paper Co.**, Holyoke, Mass.



### FIRE ALARM PAPER ROLLS

**PAPER Manufacturers Co.**, Fifth & Willow Sts., Philadelphia 23, Pa.

### FLAMEPROOF

**CENTRAL Paper Co., Inc.**, 2404 Lake Shore Drive, Muskegon, Mich.



### GLASSINE, PAPER (PLAIN AND EMBOSSED)

**DANIELS Mfg. Co.**, Rhinelander, Wis.  
**DEERFIELD Glassine Co.**, Monroe Bridge, Mass.  
**GLASSINE Paper Co.**, Conshohocken, Pa.  
**RIEGLER Paper Corp.**, 342 Madison Ave., New York 17  
**WESTFIELD River Paper Co., Inc.**, Russell, Mass.

### GREETING CARD

(See Under Book, Uncoated)

### GUMMED CLOTH TAPE, GUMMED HOLLANDS, GUMMED LABEL

**BROWN-Bridge Mills, Inc.**, Troy, Ohio  
**DENNISON Mfg. Co.**, 300 Howard St., Framingham, Mass.

GUMMED Products Co., S. Union St., Troy, Ohio  
GUMMED Tape & Devices Co., 1318-20 60th St.,  
Brooklyn 19, N. Y.  
McLAURIN Jones Co., 744 Philip Ave., Brookfield,  
Mass.  
MID-States Gummed Paper Co., 2515 S. Damen Ave.,  
Chicago 8, Ill.  
NASHUA Gummed & Coated Papers, 44 Franklin St.,  
Nashua, N. H.  
PAPER Manufacturers Co., Fifth & Willow Sts., Phil-  
adelphia 23, Pa.

#### GUMMED OFFSET

BROWN-Bridge Mills, Inc., Troy, Ohio  
DENNISON Mfg. Co., Framingham, Mass.  
MID-States Gummed Paper Co., 2515 S. Damen Ave.,  
Chicago 8, Ill.

**L**

#### LEDGERS (See Bonds and Ledgers)

**M**

#### MANIFOLDS AND ONION SKINS (THIN PAPER (See Bonds and Ledgers)

#### MANILLA (See Book, Uncoated)

#### METALLIC (FOIL)

ALUMINUM Co. of America, Pittsburgh, Pa.  
DISTRICT of Columbia Paper Mills, Inc., Potomac &  
K Sts., N. W., Washington 7, D. C.  
HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.  
JOHNSTON Tin Foil & Metal Co., The, St. Louis, Mo.  
MARVELLUM Co., The, Holyoke, Mass.  
McLAURIN-Jones Co., 744 Philip Ave., Brookfield,  
Mass.  
NASHUA Gummed & Coated Paper Co., 44 Franklin  
St., Nashua, N. H.  
REYNOLDS Metals Co., Richmond, Va.  
WYOMISSING Glazed Paper Co., Reading, Pa.

#### MIMEOGRAPH (See Bond and Ledgers)

**N**

#### NEWSPRINT

INTERNATIONAL Paper Co., 220 E. 42nd St., New  
York 17, N. Y.  
PRICE Bros. & Co., Price House, Quebec, Canada  
WRIGHT Co., 444 Madison Ave., New York, N. Y.

**O**

#### OPAQUE

AETNA Paper Co., Dayton, Ohio  
BECKETT Paper Co., Hamilton, Ohio

BRYANT Paper Co., 2030 Portage St., Kalamazoo  
29F, Mich.  
CHILLICOTHE Paper Co., Chillicothe, Ohio  
EASTERN Corporation, Bangor, Me.  
HAMMERMILL Paper Co., Erie, Pa.  
HAWTHORNE Paper Co., E. Michigan Ave., Kala-  
mazoo, Mich.  
INTERNATIONAL Paper Co., 220 East 42nd St.,  
New York 17, N. Y.  
MOHAWK Paper Mills, Inc., 465 S. Saratoga St.,  
Cohoes, N. Y.  
STANDARD Paper Mfg. Co., Richmond, Va.

#### OPAQUE BONDS

CROCKER-McElwain Co., Holyoke, Mass.  
FOX River Paper Corp., 401 S. Appleton St., Apple-  
ton, Wis.  
FRASER Industries, Inc., 420 Lexington Ave., New  
York 17, N. Y.  
GILBERT Paper Co., Menasha, Wis.  
HAWTHORNE Paper Co., E. Michigan Ave., Kala-  
mazoo, Mich.  
MILLERS Falls Paper Co., Mill Rd., Millers Falls, Mass.  
NEENAH Paper Company, Neenah, Wis.  
NEKOOSA-Edwards Paper Co., Port Edwards, Wis.  
RISING Paper Company, Park St., Housatonic, Mass.  
STRATHMORE Paper Co., West Springfield, Mass.  
VALLEY Paper Co., Holyoke, Mass.  
WHITING-Plover Paper Co., Stevens Point, Wis.

**P**

#### PARCHMENT

KALAMAZOO Vegetable Parchment Co., Kalamazoo,  
Mich.  
PATERSON Parchment Paper Co., Bristol, Pa.  
WEST Carrollton Parchment Co., West Carrollton  
Ohio

#### PARCHMENT, ARTIFICIAL (DIPLOMA)

CRANE & Co., Palton, Mass.  
STRATHMORE Paper Co., West Springfield, Mass.

#### PHOTO MOUNT (See Board)

#### POST CARD (See Bristols)

#### PROOFING (See Coated Book)

**R**

#### ROTOGRAVURE (See Book, Uncoated)

**S**

#### SAFETY (CHECK, BANK NOTE)

CAREW Mfg. Co., South Hadley Falls, Mass.  
CRANE & Co., Dalton, Mass.  
GILBERT Paper Co., Menasha, Wis.  
GURNEY Security Paper Co., 66 Front St., Brooklyn 1  
HAMMERMILL Paper Co., Erie, Pa.  
LAMONTE, George, & Son, Nutley 10, N. J.  
NEKOOSA-Edwards Paper Co., Port Edwards, Wis.  
PERFECT Safety Paper Co., 102 Winter St., Holyoke,  
Mass.

**T**

#### TAG BOARD (See Board)

#### TYMPAN (DRAWSHEET)

CENTRAL Paper Co., Inc., 2404 Lake Shore Drive,  
Muskegon, Mich.  
CROMWELL Paper Co., 4801 S. Whipple St., Chicago  
32, Ill.  
DETROIT Sulphite Pulp & Paper Co., 9125 W. Jef-  
ferson Ave., Detroit 17, Mich.  
HOLLINGSWORTH & Vose Co., 112 Washington  
St., East Wadpole 1, Mass.  
HOLLINGSWORTH & Whitney Co., 60 Batterymarch  
St., Boston 2, Mass.  
RIEDEL Paper Corp., 342 Madison Ave., New York 17

**U**

#### UNION WATERMARKED

CONSOLIDATED Water Power & Paper Co., Wis-  
consin Rapids, Wis.  
HOPPER Paper Co., Taylorville, Ill.  
INTERNATIONAL Paper Co., 220 East 42nd St.,  
New York 17, N. Y.  
MOHAWK Paper Mills, Inc., 465 S. Saratoga St.,  
Cohoes, N. Y.  
NORTH American Pulp & Paper Co., Cheboygan,  
Mich.

**V**

#### VELLUM, WEDDINGS (See Book, Uncoated)

**W**

#### WRITINGS (See Bond and Ledger)

## INDEX TO POPULAR BRAND NAMES

**A**

ACADEMY (Bond)—Valley Paper Co., Holyoke,  
Mass.  
★ACCEPTANCE (Bond, Ledger, Bristol)—American  
Writing Paper Co., Holyoke, Mass.  
ACCOUNTANTS (Ledger)—Linton Bros. Co., Fitch-  
burg, Mass.  
ACTION (Bond, Ledger)—Crocker-McElwain Co.,  
Holyoke, Mass.  
ADENA (Book)—Chillicothe Paper Co., Chillicothe,  
Ohio  
★ADIRONDACK (Bond, Ledger)—International Paper  
Co., 220 E. 42nd St., New York 17, N. Y.  
ADVANCE (Bond, Ledger)—L. L. Brown Paper Co.,  
Adams, Mass.  
ADVERTISERS (Bond)—Watervliet Paper Co., Water-  
vliet, Mich.  
ADVOCATE (Bond, Ledger)—Brightwater Paper Co.,  
Adams, Mass.  
★AGAWAN (Bond, Bristol, Onion Skin)—American  
Writing Paper Corp., Holyoke, Mass.  
AIRWEIGHT (Onion Skin)—Ward Paper Co., Mer-  
ill, Wis.  
ALBEMARLE (Blotting, Cover)—Albemarle Paper Co.,  
Richmond, Va.  
★ALBION (Book)—American Writing Paper Corp.,  
Holyoke, Mass.

★ALEXANDRA (Bond)—Strathmore Paper Co., West  
Springfield, Mass.  
★ALEXIS (Drawing Paper)—Strathmore Paper Co.,  
West Springfield, Mass.  
ALL AMERICAN (Bond)—Harding-Jones Paper Co.,  
Middletown, Ohio  
★AMERICAN (Book, Cover, Text)—American Writ-  
ing Paper Corp., Holyoke, Mass.  
ANCHOR (Safety)—George LaMonte & Son, Holyoke,  
Mass.  
ANDORA (Cover, Text)—W. C. Hamilton & Sons,  
Miquon, Montgomery County, Pa.  
ANGLO SAXON (Bond)—Carew Mfg. Co., Hadley  
Falls, Mass.  
ANGORA (Wedding)—Whiting Paper Co., Holyoke,  
Mass.  
★ANNIVERSARY (Bond, Ledger)—Fox River Paper  
Corp., Appleton, Wis.  
APPLETON (Book, Litho)—Appleton Coated Paper  
Co., Appleton, Wis.  
APPRAISAL (Ledger)—Carew Mfg. Co., Hadley  
Falls, Mass.  
★AQUASET (Book)—Oxford Paper Co., 230 Park  
Ave., New York 17, N. Y.  
AQUASTRONG (Book)—Crocker, Burbank Papers, Inc.,  
345 Westminster St., Fitchburg, Mass.  
ARDOR (Bond, Ledger, Duplicate, Mimeograph)—  
Nekoosa-Edwards Paper Co., Port Edwards, Wis.

★ARIEL (Bond, Cover)—Champion Paper & Fibre  
Co., Hamilton, Ohio  
ART (Book)—Crocker, Burbank Papers, Inc., 345  
Westminster St., Fitchburg, Mass.  
ARTESIAN (Bond, Ledger)—Whiting-Plover Paper  
Co., Stevens Point, Wis.  
ASHBY (Book)—Crocker, Burbank Papers, Inc., 345  
Westminster St., Fitchburg, Mass.  
ATHOS (Cover)—United Manufacturing Co., 168  
Birnie Ave., Springfield 7, Mass.  
★ATLANTIC (Bond, Cover, Duplicate, Ledger,  
Mimeograph, Onion Skin)—Eastern Corporation,  
Bangor, Me.  
AUDOBON (Cover, Text)—Hurlbut Paper Co., South  
Lee, Mass.  
AURELIAN (Text)—Worthy Paper Co., West Spring-  
field, Mass.

**B**

BADGER (Bond)—Badger Paper Mills, Inc., Peshtigo,  
Wis.  
BANKERS (Safety)—George LaMonte & Son, Nutley  
10, N. J.  
BANKERS (Blotting)—Standard Paper Mfg. Co.,  
Richmond, Va.  
BANTAM (Onion Skin)—Chemical Paper Mfg. Co.,  
Holyoke, Mass.

BASKET WEAVE (Safety)—George LaMonte & Son, Nutley 10, N. J.  
 BASKET WEAVE (Blotting)—The Wrenn Paper Co., Middletown, Ohio  
 BAYFIELD (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
 ★BAY PATH (Bond)—Strathmore Paper Co., West Springfield, Mass.  
 ★BEAU BRILLIANT (Bond)—Strathmore Paper Co., West Springfield, Mass.  
 BECKETT (Announcement, Book, Cover)—Beckett Paper Co., Hamilton, Ohio  
 ★BEES WING (Onion Skin)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 BENEFIT (Bristol)—Chemical Paper Mfg. Co., Holyoke, Mass.  
 BETA (Bristol)—Franklin Paper Co., Holyoke, Mass.  
 BIBLIOPAKE (Bible)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.  
 BLACK & WHITE (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 BLACKSTONE (Book)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
 ★BLACKSTONE (Bond)—Byron Weston Paper Co., Dalton, Mass.  
 BLANCA (Litho)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
 BLUEBIRD (Blotting)—The Wrenn Paper Co., Middletown, Ohio  
 ★BLUE STAR (Gummed Tape)—McLaurin-Jones Co., 744 Philip Ave., Brookfield, Mass.  
 ★BLU-KORE TREAD (Gummed Tape)—Gummed Products Co., S. Union St., Troy, Ohio  
 ★BOOKCRAFT (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 BORDER (Bond, Onion Skin)—Fraser Industries, Inc., 420 Lexington Ave., New York 17, N. Y.  
 B. P. F. (Book, Post Card)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 ★BRENTWOOD (Announcement, Wedding Bristol, Cut Cards, Envelope, Wedding)—Lineweave, 21 Cypress St., Springfield 2, Mass.  
 BREWSTER (Wedding)—Crocker-McElwain Co., Holyoke, Mass.  
 BRIDAL WHITE (Wedding)—Keith Paper Co., Turners Falls, Mass.  
 BRIGHTWATER (Bond, Ledger)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.  
 BRIGHTWOOD (Box Covering, Bristol, Showcard)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.  
 BRILLIANTONE (Book, Litho)—The Miami Valley Coated Paper Co., Oxford Rd., Franklin, Ohio  
 BRITHEUE (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 BRITENESS (Bond, Book, Bristol, Onion Skin)—North American Pulp & Paper Co., Cheboygan, Mich.  
 BRITISH (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 ★BROTHERHOOD (Union) (Bond, Book, Ledger, Union Watermarked)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 BROWN'S FINE (Ledger)—L. L. Brown Paper Co., Adams, Mass.  
 BROWN'S LINEN (Ledger)—L. L. Brown Paper Co., Adams, Mass.  
 BRYANT (Envelope, Rotogravure & Gravure, Mimeograph, Onion Skin)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 BRYANTER (Book, Box Linings)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 BRYANTIQUE (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 BRYCOAT (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 BRYFOLD (Book, Cover)—Bryant Paper Co., Kalamazoo 29F, Mich.  
 BRYTONE (Book, Litho)—Bryant Paper Co., Kalamazoo 29F, Mich.  
 BUCKEY (Cover, Text)—Beckett Paper Co., Hamilton, Ohio  
 BUCKHIDE (Manilla and other Tag)—Sorg Paper Co., Middletown, Ohio  
 BUSINESS (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.

◻

CAMBRAI (Bond)—Keith Paper Co., Turners Falls, Mass.  
 CANFOLD (Cover)—Martin Cantine Co., Saugerties 1, N. Y.  
 CANTERRURY (Cover, Text)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 CANTINE'S (Bond, Cover)—Martin Cantine Co., Saugerties 1, N. Y.  
 CAREW FOUR STAR (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.  
 ★CARILLON (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.  
 ★CARLTON (Bond, Duplicator, Ledger)—The Northwest Paper Co., Cloquet, Minn.  
 CASCADE (Book)—Watervliet Paper Co., Watervliet, Mich.  
 CASHIERS (Safety)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.  
 CASLON (Bond)—Munising Paper Co., 135 S. LaSalle St., Chicago 3, Ill.  
 CATSKILL (Book, Litho)—Martin Cantine Co., Saugerties 1, N. Y.  
 CAVALIER (Blotting)—Albemarle Paper Mfg. Co., Richmond, Va.  
 CECIL (Book)—Jessup & Moore Paper Co., 16 S. Broad St., Philadelphia 12, Pa.  
 CELLUGLOSS (Book, Box Coverings, Litho, Proofing)—Bryant Paper Co., Kalamazoo 29F, Mich.

CELLUSUEDE (Cover)—Cellusuede Products, Inc., 2107 Kishwaukee St., Rockford, Ill.  
 ★CENTENNIAL (Ledger)—Byron Weston Co., Main St., Dalton, Mass.  
 CENTRALINE (Bristol, Cover, Kraft, Ledger, Manila, Poster Print, Onion Skin, Towels, Tympen, Waterproof, Wax)—Central Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.  
 CENTURION PARCHMENT (Bond)—Keith Paper Co., Turners Falls, Mass.  
 CERTIFICATE (Bond, Book, Bristol, Ledger, Post Card)—Crocker-McElwain Co., Holyoke, Mass.  
 CERTIFINE (Tympen)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
 ★CERULEAN (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.  
 CHALFONTE (Wedding)—Keith Paper Co., Turners Falls, Mass.  
 CHAMELEON (Cover)—Springfield Coated Paper Corp., Camden, N. J.  
 CHAMOIS (Text)—Chillicothe Paper Co., Chillicothe, Ohio  
 ★CHATEAU (Announcement, Bristol, Cut Cards, Envelope, Wedding)—Lineweave, 21 Cypress St., Springfield 2, Mass.  
 CHEMCO (Bristol)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
 ★CHESTER (Wedding)—American Writing Paper Corp., Holyoke, Mass.  
 ★CHESTERLYN (Wedding)—Strathmore Paper Co., West Springfield, Mass.  
 CHIEFTAN (Bond)—Neenah Paper Co., Neenah, Wis.  
 CLARION (Book, Cover, Litho, Rotogravure and Gravure)—New York & Pennsylvania Co., Lock Haven, Pa.  
 CLEARCOPY (Onion Skin)—Esleek Mfg. Co., Turners Falls, Mass.  
 CLYDEDALE (Bond)—Keith Paper Co., Turners Falls, Mass.  
 COLD SPRINGS (Bond, Ledger, Onion Skin)—Whiting-Plover Paper Co., Stevens Point, Wis.  
 ★COLDSTREAM (Writing)—Lineweave, 21 Cypress St., Springfield 2, Mass.  
 COLORED NATIONAL (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 COLORFOLD (Cover)—Martin Cantine Co., Saugerties 1, N. Y.  
 ★COLORKOTE (Book)—Champion Paper & Fibre Co., Hamilton, Ohio  
 ★COLUMBIAN (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.  
 COMET (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 ★COMMERCIAL (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 COMMERCIAL (Blotting)—Joseph Parker & Son Co., 1155 Whaley Ave., New Haven 15, Conn.  
 CONTRA (Onion Skin)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
 ★CONTRACT (Bond, Cover, Ledger, Onion Skin)—American Writing Paper Corp., Holyoke, Mass.  
 COPYDEX (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.  
 COPYTAG (Second Sheets)—Badger Paper Mills, Inc., Peshigo, Wis.  
 CORDOVA (Bristol, Cover)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17  
 CORONA (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 ★CORDWAIN (Cover)—Champion Paper & Fibre Co., Hamilton, Ohio  
 CORONE (Cover, Text)—Worthy Paper Co., West Springfield, Mass.  
 CORRECT (Bond)—Aetna Paper Co., Dayton, Ohio  
 COSMOS (Blotting)—Standard Paper Mfg. Co., Richmond, Va.  
 ★COUPON (Bond)—American Writing Paper Corp., Holyoke, Mass.  
 COURT (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.  
 CRAFTSMEN (Mimeograph)—Standard Paper Mfg. Co., Richmond, Va.  
 CRANE'S (Bible, Bond)—Crane & Co., Inc., 30 South St., Dalton, Mass.  
 CREST (Ledger)—Parsons Paper Co., Holyoke, Mass.  
 CROBANK (Book, Litho)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
 ★CROMWELL (Tympen)—Cromwell Paper Co., 4801 S. Whipple St., Chicago 32, Ill.  
 CUMBERLAND (Book, Bristol, Cover)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.  
 CURL-CURL (Blotting)—Standard Paper Mfg. Co., Richmond, Va.  
 CURRENCY (Cover)—Appleton Coated Paper Co., Appleton, Wis.  
 CURRENCY (Ledger)—Whiting Paper Co., Holyoke, Mass.  
 CUSTOM (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 CZAR (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.

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DACLAN (Text)—Worthy Paper Co., West Springfield, Mass.  
 DAILY SALES (Book, Bristol, Cover, Onion Skin)—Chemical Paper Mfg. Co., Holyoke, Mass.  
 D'ARTAGNAN (Cover)—United Mfg. Co., 168 Birnie Ave., Springfield 7, Mass.  
 DARTFORD (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 DE & SE TINTS (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 DECOFOLD (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
 ★DEEPLAKE (Bristol, Duplicator, Ledger, Mimeograph, Post Card, Writing)—Hammermill Paper Co., Erie, Pa.

DEFENDUM (Ledger)—Parsons Paper Co., Holyoke, Mass.  
 ★DEFIANCE (Ledger, Bond, Bristol)—Byron Weston Co., Main St., Dalton, Mass.  
 DEJONGE (Litho)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
 DELIBLE (Bond, Onion Skin)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.  
 DENSOR FIFTY (Bond)—Valley Paper Co., Holyoke, Mass.  
 DENSOR 25 (Bond, Onion Skin)—Valley Paper Co., Holyoke, Mass.  
 DEPENDABLE (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 DEPENDENCE (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.  
 DE SOTO (Book, Litho)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 DETROIT (Cover, Tympen)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17  
 ★DICTATION (Bond, Ledger, Onion Skin)—Fox River Paper Corp., Appleton, Wis.  
 DILCOL (Book, Bristol, Cover)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 DILFOLD (Book, Cover)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 DIRECT PROCESS (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.  
 ★DISCO (Blotting, Box Covering, Cover)—District of Columbia Paper Mills, Inc., Potomac & K Sts., N. W. Washington 7, D. C.  
 DOCUMENT (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
 DORCHESTER (Book)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
 DOUBLETONE (Cover)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 DREADNAUGHT (Bond, Bristol, Ledger)—Gilbert Paper Co., Menasha, Wis.  
 DREXEL (Announcement, Bristol, Cut Cards, Envelope, Wedding)—Lineweave, 21 Cypress St., Springfield 2, Mass.  
 DRUMHEAD (Tympen)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
 DUALITE (Second Sheets)—Neenah-Edwards Paper Co., Port Edwards, Wis.  
 DULBRITE (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 ★DULFOLD (Book)—Champion Paper & Fibre Co., Hamilton, Ohio  
 ★DUNDEE (Text)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
 DUO—Martin Cantine Co., Saugerties 1, N. Y.  
 DUOPAQUE (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
 DUORUN (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.  
 DUPLEXKOTE (Envelope)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 DUPLIKOTE (Bond, Duplicator)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 DURALITE (Cover)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 DURATAG (Board)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.

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★EAGLE-A (Announcement, Writing)—American Writing Paper Corp., Holyoke, Mass.  
 ★EARLY AMERICAN (Announcement, Cover, Envelope, Text)—Lineweave, 21 Cypress St., Springfield 2, Mass.  
 EATONIAN (Bond, Ledger)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.  
 ★ECONOMY (Cover)—Kimberly-Clark Corp., Neenah, Wis.  
 EDMONT (Bond)—Parsons Paper Co., Holyoke, Mass.  
 EDGEWORTH (Onion Skin)—Valley Paper Co., Holyoke, Mass.  
 ELECTION (Bristol)—Appleton Coated Paper Co., Appleton, Wis.  
 EMPIRE (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 ★EMPIRE (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 EMPRESS (Book)—Appleton Coated Paper Co., Appleton, Wis.  
 ENAMELED (Blotting)—Wrenn Paper Co., Middletown, Ohio  
 ★ENGLISH (Bond, Ledger)—Fox River Paper Corp., Appleton, Wis.  
 ★ENVOY (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.  
 EQUATOR (Book, Bristol)—Sorg Paper Co., Middletown, Ohio  
 ESCORT (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.  
 ESOPUS (Bristol)—Martin Cantine Co., Saugerties 1, N. Y.  
 EXACT (Bond, Ledger)—Wausau Paper Mills, 111 W. Washington St., Chicago, Ill.  
 EXCHANGE (Safety)—George LaMonte & Son, Nutley 10, N. J.  
 EXPOSITION (Bond, Onion Skin)—Whiting Paper Co., Holyoke, Mass.

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★FABRATLEX (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 FABRIC (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
 ★FAIRFIELD (Announcement, Text)—Strathmore Paper Co., West Springfield, Mass.  
 FAIRMOUNT (Book)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

FALPACO (Coated Blanks)—Falulah Paper Co., Falulah Road, Fitchburg, Mass.  
 FEATHERWEIGHT (Book, Onion Skin)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 FEEDWELL (Bond, Ledger, Mimeograph)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 FENWAY (Litho)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
 FIBERFOLD (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 FIDELITY (Onion Skin)—Esleek Mfg. Co., Turners Falls, Mass.  
 FIESTA (Text)—Strathmore Paper Co., West Springfield, Mass.  
 FILMNOTE (Book)—S. D. Warren Co., 89 Broad St., Boston 4, Mass.  
 FINANCE (Bond, Bristol)—Rising Paper Co., Park St., Housatonic, Mass.  
 FINE-FLAX (Onion Skin)—Ecusta Paper Corp., Pisgah Forest, N. C.  
 FINE LETTER (Writing)—Linweave, 21 Cypress St., Springfield 2, Mass.  
 FIRST CLASS (Ledge)—Carew Mfg. Co., Hadley Falls, Mass.  
 FISCAL (Announcement)—Rising Paper Co., Park St., Housatonic, Mass.  
 FITCHBURG (Box Lining, Envelope, Safety, Writing)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.  
 FLAT-AS-A-PANCAKE (Gummed Offset)—Brown-Bridge Mills, Inc., Troy, Ohio  
 FLAT WHITE (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 FLAX-O-PAKE (Bible)—Ecusta Paper Corp., Pisgah Forest, N. C.  
 FLAXON (Bond)—D. M. Bare Paper Co., Roaring Spring, Pa.  
 FLEMISH (Book)—Tileston & Hollingsworth Co., 212 Congress St., Boston 7, Mass.  
 FOLDETTIE (Book, Cover)—Watervliet Paper Co., Watervliet, Mich.  
 FORT ANCIENT (Bond, Ledger)—Harding-Jones Paper Co., Middletown, Ohio  
 FORTUNE (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 FORWARD (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.  
 FRANCONIA (Bond, Ledger)—Parker-Young Co., 131 State St., Boston 9, Mass.  
 FRANKLIN (Blanks, Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.  
 FRANKLIN (Book)—George A. Whiting Paper Co., Menasha, Wis.  
 FRA-PAQUE (Book)—Fraser Industries, Inc., 420 Lexington Ave., New York 17, N. Y.  
 FRENCH FOLIO (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.

## G

GABARDINE (Text)—Strathmore Paper Co., West Springfield, Mass.  
 GENERAL DEMAND (Kraft)—Central Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.  
 GEORGIAN (Cover, Text)—Worthy Paper Co., West Springfield, Mass.  
 GIBLALTAR (Onion Skin)—Millers Falls Paper Co., Mill Road, Millers Falls, Mass.  
 GLACIER (Bond)—Neenah Paper Co., Neenah, Wis.  
 GLEN (Board)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
 GLENDALE (Wedding)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
 GLOSSETTE (Book)—Watervliet Paper Co., Watervliet, Mich.  
 GLOSS INK (Litho)—Watervliet Paper Co., Watervliet, Mich.  
 GLOBBOURN (Text)—Hurlbut Paper Co., South Lee, Mass.  
 GLOSTONE (Bristol, Cover)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
 GOLD MEDAL (Duplicator)—Badger Paper Mills, Inc., Peshigo, Wis.  
 GREEN CORE (Gummed Tape, Gummed Hollands)—Mid-State Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.  
 GRAYLOCK (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.  
 GROTON (Tyman)—Hollingsworth & Vose Co., 112 Washington St., East Walpole 1, Mass.  
 GUARDIAN (Bond, Bristol, Ledger)—Crocker-McLain Co., Holyoke, Mass.  
 GUMCRAFT (Gummed Tape)—Gummed Tape & Devices Co., 1318-20 60th St., Brooklyn 19, N. Y.

## H

HADRIAN (Text)—Worthy Paper Co., West Springfield, Mass.  
 HALFMoon (Bond)—Mohawk Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.  
 HALFTONE (Post Card)—Wheelwright Papers, Inc., 220 Park Ave., New York 17, N. Y.  
 HAMILTON (Book)—Champion Paper & Fibre Co., Hamilton, Ohio  
 HAMILTON (Ledge, Mimeograph)—W. C. Hamilton & Sons, Miquon, Montgomery County, Pa.  
 HAMMERMILL (Bond, Book, Bristol, Cover, Duplicator, Envelope, Ledger, Mimeograph, Safety, Writing)—Hammermill Paper Co., Erie, Pa.  
 HAND AND ARROWS (Writing)—Worthy Paper Co., West Springfield, Mass.  
 HARDWEAR (Duplicator)—Ditto Inc., Harrison at Oakley Blvd., Chicago 12, Ill.  
 HAWKEYE (Book)—Michigan Paper Co., Plainwell, Mich.  
 HAWTHORNE (Bond, Book, Ledger, Parchment, Onion Skin)—Hawthorne Paper Co., E. Michigan Ave., Kalamazoo, Mich.

HEATHER (Bond)—Eastern Corporation, Bangor, Me.  
 HERCULEAN (Cover)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
 HERITAGE (Bond)—Parsons Paper Co., Holyoke, Mass.  
 HERMES (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
 HIGH GLOSS (Blotting)—Albemarle Paper Mfg. Co., Richmond, Va.  
 HIGHLIGHT (Blanks, Bristol, Cover, Showcard, Wedding)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 HILLCOURT Bible, Book, Wedding)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.  
 HILLCREST (Bible, Book, Litho)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.  
 HILLSIDE (Bond)—Harding-Jones Paper Co., Middletown, Ohio  
 HI-LUSTRE (Blotting)—Wrenn Paper Co., Middletown, Ohio  
 HISPAD (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.  
 HOLMESDALE (Bond)—Byron Weston Co., Main St., Dalton, Mass.  
 HOMESPUN (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 HONOR (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 HOWARD (Bond, Ledger, Mimeograph)—Howard Paper Co., Urbana, Ohio  
 HUDSON (Book, Litho)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 HURLBUT (Parchment)—Hurlbut Paper Co., South Lee, Mass.  
 HURON (Carbon Paper, Onion Skin, Waxed)—Port Huron Sulphite & Paper Co., Port Huron, Mich.

## I

IAMA (Towels)—Central Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.  
 IDEAL (Litho)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
 ILLUSTRATION (Bond)—Michigan Paper Company, Plainwell, Mich.  
 ILLUSTRATION (Drawing)—Strathmore Paper Company, West Springfield, Mass.  
 IMPERIAL (Bible Book, Second Sheets, Onion Skin)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 INDOPAQUE (Bible)—Crane & Co., Inc., 30 South Mass.  
 INDIAN HEAD (Cover)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.  
 INDOPAQUE (Bible)—Crane & Co., Inc., 30 South St., Dalton, Mass.  
 INDUSTRIAL (Cover, Waterproof)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 INSERT (Book)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
 INSPIRATION (Bond, Book, Envelope)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
 INTERNATIONAL (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
 INTERNATIONAL (Book, Duplicator)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 INTERWOVEN (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
 INTRALACE (Text)—Rising Paper Co., Park St., Housatonic, Mass.  
 INVENTORY (Bristol)—Champion Paper & Fibre Co., Hamilton, Ohio  
 IONIC (Blanks, Bristol, Showcard)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 IRON TAG (Manila Tag)—Hollingsworth & Vose Co., 112 Washington St., East Walpole 1, Mass.

## J

JAMES RIVER (Bond, Bristol, Wedding)—Standard Paper Mfg. Co., Richmond, Va.  
 JEFFERSON (Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.  
 JESMORE (Book)—Jessup & Moore Paper Co., 16 S. Broad St., Philadelphia 2, Pa.  
 JEWELRY (Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.  
 JOURNEYMAN'S (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.

## K

K SPECIAL (Envelope)—Chillicothe Paper Co., Chillicothe, Ohio  
 KEITH (Bond, Ledger, Wedding)—Keith Paper Co., Turners Falls, Mass.  
 KENMORE (Book, Mimeograph)—Jessup & Moore Paper Co., 16 S. Broad St., Philadelphia 2, Pa.  
 KENTONE (Book, Mimeograph)—Jessup & Moore Paper Co., 16 Broad St., Philadelphia 2, Pa.  
 KILMORY (Cover, Text)—W. C. Hamilton & Sons, Miquon, Montgomery County, Pa.  
 KIMFECT LEVELCOAT (Book)—Kimberly-Clark Corp., Neenah, Wis.  
 KIMRAY (Book)—Kimberly-Clark Corp., Neenah, Wis.  
 KLO-KAY (Bond, Bristol, Mimeograph, Post Card)—Northwest Paper Co., Cloquet, Minn.  
 KROYDEN (Cover)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.  
 KRYSTAL KLEAR (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.  
 K.V.P. (Bond, Book)—Kalamazoo Vegetable Parchment Co., Kalamazoo 99, Mich.

## L

LACONIA (Bond)—Parsons Paper Co., Holyoke, Mass.  
 LAIDTONE (Book, Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 LAIGLON (Text)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
 LAKELAND (Book)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.  
 LAMONTE (Safety)—George LaMonte & Son, Nudley 10, N. J.  
 LANDMARK (Wedding)—Keith Paper Co., Turners Falls, Mass.  
 LAURELITE (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.  
 LEATHERCRAFT (Cover)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.  
 LEATHERET (Cover)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
 LEATHERETTE (Book)—Michigan Paper Co., Plainwell, Mich.  
 LEATHER-GLO (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 LEATHERLIGHT (Cover)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 LEATHEROID (Cover)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 LEGHORN (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
 LENOX (Bond, Ledger)—Carew Mfg. Co., Hadley Falls, Mass.  
 LEONARDO (Text)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
 LEXICON (Book, Text)—Champion Paper & Fibre Co., Hamilton, Ohio  
 LIBRARIAN (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 LINE MARQUE (Writing)—Rising Paper Co., Park St., Housatonic, Mass.  
 LINOTONE (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
 LINWEAVE (Announcement, Bristol, Cut Cards, Cover, Envelope, Social Stationery, Text, Wedding, Writing)—Linweave, 21 Cypress St., Springfield 2, Mass.  
 LITHOGLOSS (Litho)—Marin Cantine Co., Saugerties 1, N. Y.  
 LITHOPRINT (Litho)—Champion Paper & Fibre Co., Hamilton, Ohio  
 LITHOTINT (Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 LITHOTONE (Blotting)—Joseph Parker & Son Co., 1155 Whalley Ave., New Haven 13, Conn.  
 LODESTONE (Cover)—Hamden Glazed Paper & Card Co., Holyoke, Mass.  
 LOGAN (Book)—Chillicothe Paper Co., Chillicothe, Ohio  
 LOIS (Wedding)—Whiting Paper Co., Holyoke, Mass.  
 LONG LIFE (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 LONGRUN (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.  
 LYNFLAX PARCHMENT (Bond)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.

## M

MACHINE POSTING (Ledge)—Byron Weston Co., Dalton, Mass.  
 MADE(W)RIGHT (Bristol, Showcard)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 MAGAZINE (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 MAINEFOLD (Book, Cover)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.  
 MANAGEMENT (Bond)—Hammermill Paper Co., Erie, Pa.  
 MANDATE (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 MANDO (Envelope, Kraft, Wrapping)—Minnesota & Ontario Paper Co., 205 W. Wacker Drive, Chicago 6  
 MANIFEST (Bond, Duplicator, Ledger, Mimeograph, Onion Skin)—Eastern Corporation, Bangor, Me.  
 MARCO (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.  
 MARLOWE (Text)—Worthy Paper Co., West Springfield, Mass.  
 MARVELHIDE (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.  
 MASTER OF ARTS (Cover, Text)—Worthy Paper Co., West Springfield, Mass.  
 MAXOPAQUE (Cover)—Aetna Paper Co., Dayton, Ohio  
 MAXWELL (Bond, Book)—Maxwell Paper Co., Franklin, Ohio  
 M. C. (Book)—Martin Cantine Co., Saugerties 1, N. Y.  
 MEAD (Bond, Ledger, Mimeograph)—Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.  
 MECHANIC FORM (Bristol, Ledger)—Parsons Paper Co., Holyoke, Mass.  
 MEDIA (Onion Skin)—Brownville Paper Co., Brownville, N. Y.  
 MERCURY (Second Sheets)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17  
 MERIT (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 MERRILL (Bond, Mimeograph)—Ward Paper Co., Merrill, Wis.  
 METER (Meter, for Charts)—Hammermill Paper Co., Erie, Pa.  
 METTAPAN (Bristol)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
 MIAMI (Board, Book, Box Covering, Bristol, Cover, Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio

MIAMITINT (Book)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 MIAMITONE (Book, Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 MICHIGAN (Book, Onion Skin)—Michigan Paper Co., Plainfield, Mich.  
 MIKADO (Vellum)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.  
 MIDDLETOWN (Post Card)—Sorg Paper Co., Middletown, Ohio  
 MILHAM (Book, Bristol, Cover, Litho Paster Print)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 MILLBROOK (Bond)—Keith Paper Co., Turners Falls, Mass.  
 MILLERS FALLS (Onion Skin)—Millers Falls Paper Co., Millers Falls, Mass.  
 \*MIMEO SCRIPT (Mimeograph)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 MINGO (Bond, Writing)—Chillicothe Paper Co., Chillicothe, Ohio  
 MINNONT (Book, Rotogravure and Gravure)—Minnesota & Ontario Paper Co., 205 W. Wacker Drive, Chicago 6, Ill.  
 MIRADOR (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
 MITSCHFIBRE (Wrapping)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17  
 \*MODERN GLOSS (Book)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.  
 MOHAWK (Bristol, Cover, Duplicator, Envelope, Mimeograph, School Construction Paper, Union Watermarked)—Mohawk Paper Mills, Inc., 463 Saratoga St., Cohoes, N. Y.  
 \*MOISTRITE (Bond, Book, Mimeograph)—Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.  
 MONARCH (Litho)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 \*MONO OUTLOOK (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.  
 MONOPLANE (Bond)—P. H. Glatfelter Co., Springfield, Mo.  
 \*MONTAGUE (Poster Print)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 MONTAGUE (Wedding)—Keith Paper Co., Turners Falls, Mass.  
 MOROCCO (Cover)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.  
 MOSAIC (Blotting)—Wrenn Paper Co., Middletown, Ohio  
 MOULD MADE (Cover)—Hurlbut Paper Co., South Lee, Mass.  
 \*MOUNTIE (Book, Litho)—Northwest Paper Co., Cloquet, Minn.  
 \*MOUNT VERNON (Text)—Hawthorne Paper Co., E. Michigan St., Kalamazoo, Mich.  
 M. P. C. (Book)—Michigan Paper Co., Plainfield, Mich.  
 MULTYKOLOR (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 MUSKEGAN (Onion Skin)—Central Paper Co., 2404 Lake Shore Drive, Muskegon, Mich.  
 MUTUAL (Bond, Mimeograph, Onion Skin)—Whiting Paper Co., Holyoke, Mass.  
 MYRIAD (Onion Skin)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.

N

\*NAMELO (Book)—Champion Paper & Fibre Co., Hamilton, Ohio  
 NATIONAL (Post Card)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.  
 NATIONAL (Bond)—Harding-Jones Paper Co., Middletown, Ohio  
 NATIONAL (Safety)—George LaMonte & Son, New York 10, N. Y.  
 NAVAJO (Bond, Cover, Ledger)—Mohawk Paper Mills, Inc., 463 S. Saratoga St., Cohoes, N. Y.  
 NEENAH (Bond, Bristol, Ledger, Onion Skin)—Neenah Paper Company, Neenah, Wis.  
 NEKOOSA (Bond, Duplicator, Ledger, Mimeograph, Writing)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.  
 NEKOOSA-O-PAKE (Bond)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.  
 NEPCO (Waxed Wrapping)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.  
 NEPTUNE (Cover)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.  
 NEW ENGLAND (Book, Bristol)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.  
 NO-COAT GLOSS (Book)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
 \*NORSE (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.  
 \*NORTH STAR (Book)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.  
 \*NORTH STAR (Book)—Northwest Paper Co., Cloquet, Minn.  
 NU-ART (Blotting)—Standard Paper Co., Richmond, Va.  
 NUGGETT (Cover)—United Mfg. Co., 168 Birnie Ave., Springfield 7, Mass.  
 NYTEN (Book, Litho)—New York & Pennsylvania Co., Lock Haven, Pa.

O

\*OAK LEAF (Chalk Overlay)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 \*OLD BADGER (Bond, Ledger)—Fox River Paper Corp., Appleton, Wis.  
 OLD COUNCIL TREE (Bond, Onion Skin)—Neenah Paper Co., Neenah, Wis.  
 OLD DEVON (Bond, Ledger)—Keith Paper Company, Turners Falls, Mass.  
 OLD HAMPSHIRE (Bond)—Parsons Paper Co., Holyoke, Mass.

OLD HAMPSHIRE (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 OLD SOUTH (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 \*OLD STRATFORD (Bond)—Strathmore Paper Co., West Springfield, Mass.  
 \*OLD TAVERN (Cover)—McLaurin-Jones Co., 744 Philip Ave., Brookfield, Mass.  
 OLD TREATY (Bond)—W. C. Hamilton & Sons, Miguon, Montgomery County, Pa.  
 OLDE STYLE (Book)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.  
 OLYMPIC (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
 OPACITONE (Book)—Chillicothe Paper Co., Chillicothe, Ohio  
 ORGANDIE (Wedding)—Whiting Paper Co., Holyoke, Mass.  
 \*OTIS (Bristol)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 OTSEGO (Blanks)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
 OVERPRINT MULTI-SERVICE (Litho)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.  
 \*OXFORD (Book, Litho)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.

P

PADLOCK (Safety)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.  
 \*PAPETERIE (Bristol)—Strathmore Paper Co., West Springfield, Mass.  
 PARAMOUNT (Carbon)—Frye Mfg. Co., 301 University Ave., Des Moines 4, Iowa  
 PARATEX (Book)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 \*PARCHMENTONE (Book, Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22  
 PARKER'S (Blotting, Stereotype)—Joseph Parker & Son, 1155 Whaley Ave., New Haven 15, Conn.  
 PARKWORTH (Bond)—Parker-Young Co., 131 State St., Boston 9, Mass.  
 PARSONS (Bond, Bristol, Ledger)—Parsons Paper Co., Holyoke, Mass.  
 \*PASTELLE (Text)—Strathmore Paper Co., West Springfield, Mass.  
 PATAPAR (Parchment)—Paterson Parchment Paper Co., Bristol, Pa.  
 PATAWITE (Onion Skin)—Paterson Parchment Paper Co., Bristol, Pa.  
 PATAX (Waxed)—Paterson Parchment Paper Co., Bristol, Pa.  
 \*PATENT OFFICE (Drawing)—Strathmore Paper Co., West Springfield, Mass.  
 PAVCO (Onion Skin)—Valley Paper Co., Holyoke, Mass.  
 PEMI (Envelope, Ledger)—Parker-Young Co., 131 State St., Boston 9, Mass.  
 \*PENINK (Mimeograph)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
 PENINSULAR (Bristol, Cover, Litho)—Peninsular Paper Co., Ypsilanti, Mich.  
 PENNSYLVANIA (Bond, Book)—P. H. Glatfelter Co., Springfield, Mo.  
 PENORTYPE (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.  
 \*PERFECTION (Decalcomania, Die Wipers, Gummed Label, Gummed Offset, Morsegraph)—Paper Manufacturers Co., Fifth & Willow Sts., Philadelphia 23, Pa.  
 PERMANIZED (Bond, Ledger, Parchment, Onion Skin, Writing)—Whiting-Plover Paper Co., Stevens Point, Wis.  
 PHELPS (Safety)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.  
 \*PIEDMONT (Book)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
 \*PILGRAM (Wedding)—Eastern Corporation, Bangor, Me.  
 PILGRIM (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
 \*PLATEX (Text)—Strathmore Paper Co., West Springfield, Mass.  
 PLATINE (Tympant)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich.  
 PLATINUM (Announcement)—Rising Paper Co., Park St., Housatonic, Mass.  
 PLIABLE (Book, Bristol, Cover, Poster Print)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 PLOVER (PERMANIZED (Bond, Ledger, Onion Skin)—Whiting-Plover Paper Co., Stevens Point, Wis.  
 \*POLAR (Book)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.  
 POLYCHROME (Book)—Appleton Coated Paper Co., Appleton, Wis.  
 PORCELAIN (Blotting, Book)—Wrenn Paper Company, Middletown, Ohio  
 \*PORCELAIN (Bristol)—Strathmore Paper Co., West Springfield, Mass.  
 PORTHOS (Cover)—United Mfg. Co., 108 Birnie Ave., Springfield 7, Mass.  
 PORT HURON (Cover)—Port Huron Sulphite & Paper Co., Port Huron, Mich.  
 PRESTIGE (Onion Skin)—Esleek Mfg. Co., Turners Falls, Mass.  
 PRINTCRAFT (Waterproof)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17  
 PRITIFLEX (Book, Cover)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 PRISMATIC (Blotting)—Standard Paper Mfg. Co., Richmond, Va.  
 \*PROCESS PLATE (Book)—Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.  
 \*PRODUCTION GLOSS (Book)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.  
 PROSPERITY (Book)—Kalamazoo Vegetable Parchment Co., Kalamazoo 99, Mich.

PROVENWORTH (Duplicator)—P. H. Glatfelter Co., Spring Grove, Pa.  
 PUBLICATION (Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio  
 PURE LINEN (Writing)—Whiting Paper Co., Holyoke, Mass.

Q

QUALITY, EAGLE A (Bond), Duplicator, Ledger, Mimeograph, Onion Skin)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
 QUEEN (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.

R

\*RAMNEY (Announcement, Cover, Envelope, Text)—Lineweave, 21 Cypress St., Springfield 2, Mass.  
 RAPIER (Onion Skin)—Brownville Paper Co., Brownville, N. Y.  
 RA-SILK (Onion Skin)—Kalamazoo Vegetable Parchment Co., Kalamazoo 99, Mich.  
 RAVELSTONE (Bond, Ledger)—Keith Paper Co., Turners Falls, Mass.  
 RAYON (Book)—Miami Valley Coated Paper Co., Oxford Rd., Franklin, Ohio  
 REALLY (Decalcomania, Gummed Label, Gummed Offset)—Mid States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.  
 RECORD (Ledger)—Whiting Paper Co., Holyoke, Mass.  
 RECORD (Blotting)—Wrenn Paper Co., Middletown, Ohio  
 RED CORE (Cloth-Lined, Gummed Hollands, Gummed Tape, Waterproof)—Rexford Paper Co., 1715 W. Canal St., Milwaukee 3, Wis.  
 RED STREAK (Gummed Tape)—Brown-Bridge Mills, Inc., Troy, Ohio  
 RELAY (Onion Skin)—Valley Paper Co., Holyoke, Mass.  
 RELIANCE (Blotting)—Albemarle Paper Mfg. Co., Richmond, Va.  
 RESEARCH (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
 RESISTALL (Ledger)—L. L. Brown Paper Co., Adams, Mass.  
 RESOLUTE (Ledger)—Neenah Paper Co., Neenah, Wis.  
 REX (Book)—Rex Paper Co., Kalamazoo, Mich.  
 RHODES (Book)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.  
 \*RHODODENDRON (Cover)—Strathmore Paper Co., West Springfield, Mass.  
 RICHFOLD (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 RICHGLOSS (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
 RIEGEL'S (Board, Bristol, Manila, Waxed)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
 RISING (Bond, Bristol, Duplicator)—Rising Paper Co., Park St., Housatonic, Mass.  
 \*RIVERDALE (Cover)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
 RIVERSIDE (Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.  
 ROCKET (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
 ROLLSTONE (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
 ROSCOLENE (Transparent)—Rosco Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.  
 ROSE PETAL (Wedding)—Keith Paper Co., Turners Falls, Mass.  
 \*ROTO PLATE (Gravure & Rotogravure)—Kimberly-Clark Co., Neenah, Wis.  
 ROYAL (Blotting)—Wrenn Paper Co., Middletown, Ohio  
 ROYAL (Book, Bristol, Cover)—Watervliet Paper Co., Watervliet, Mich.  
 ROYAL WORCESTER (Blotting)—Standard Paper Mfg. Co., Richmond, Va.  
 \*RUMFORD (Book, Litho)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.

S

SAFFETY (Check, Bank Note, Safety)—George LaMonte & Son, Nudley 10, N. J.  
 SAFETY (Bristol)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.  
 \*SALES AID (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
 \*SARATOGA (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.  
 \*SATIN-REPOD (Book, Cover)—Champion Paper & Fibre Co., Hamilton, Ohio  
 SATURN BOOK (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.  
 \*SAXON (Bristol)—Strathmore Paper Co., West Springfield, Mass.  
 \*SAXONET (Text)—Strathmore Paper Co., West Springfield, Mass.  
 SCOTCH (Ledger)—Parsons Paper Co., Holyoke, Mass.  
 \*SCRIPTIC (Mimeograph)—Champion Paper & Fibre Co., Hamilton, Ohio  
 SEA FOAM (Onion Skin)—Brownville Paper Co., Brownville, N. Y.  
 \*SELF SEAL (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.  
 SERVICE (Check, Bank Note, Safety)—Gurnsey Security Paper Co., Inc., 66 Front St., Brooklyn 1, N. Y.  
 SERVICE (Litho)—Watervliet Paper Co., Watervliet, Mich.  
 SHADOWMOULD (Text)—Hurlbut Paper Co., South Lee, Mass.

**SHEERLEAF** (Onion Skin)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
**SHELBURNE** (Bond)—Keith Paper Co., Turners Falls, Mass.  
**SHIRLEY** (Tympant)—Hollingsworth & Vose Co., 60 Battery March St., Boston 2, Mass.  
**SIGNAGRAPH** (Mimeograph)—Standard Paper Mfg. Co., Richmond, Va.  
**SIGNATURE** (Union Skin)—P. H. Glatfelter Co., Spring Grove, Pa.  
**SIGNATURE** (Text, Writing)—Worthy Paper Co., West Springfield, Mass.  
**SILVERLEAF** (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
**SILVERRIPPLE** (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
**SILVERWING** (Onion Skin)—Fort Huron Sulphite & Paper Co., Fort Huron, Mich.  
**SKYTONE** (Book, Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
**SMOOTHTEX** (Text)—Strathmore Paper Co., West Springfield, Mass.  
**SNOWHITE-STIKTITE** (Box Covering)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.  
**SOREX** (Manila, Tag)—Sorg Paper Co., Middletown, Ohio.  
**SPECIAL** (Litho)—Crocker Burbank Papers, Inc., 543 Westminster St., Fitchburg, Mass.  
**SPECIALTY** (Wrapping)—Eastern Corp., Bangor, Me.  
**SPHEREKOTE** (Tympant)—Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.  
**SPOTLIGHT** (Cover)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
**SPRING GROVE** (Book, Litho)—P. H. Glatfelter Co., Spring Grove, Pa.  
**SPRINGHILL** (Bristol, Manila)—International Paper Co., 220 East 42nd St., New York 17, N. Y.  
**SQUANNACOOK** (Bristol)—Hollingsworth & Vose Co., 112 Washington St., East Walpole 1, Mass.  
**STANDARD** (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
**STANDARD** (Blotting, Book)—Standard Paper Mfg. Co., Richmond, Va.  
**STAR** (Check, Bank Note, Safety)—Gurney Security Paper Co., Inc., 66 Front St., Brooklyn 1, N. Y.  
**STATE** (Post Card)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.  
**STATE** (Bond)—Whiting Paper Co., West Springfield, Mass.  
**STERLING** (Book)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
**STERLING** (Ledger)—Whiting Paper Co., West Springfield, Mass.  
**STERLING** (Bond, Text)—Worthy Paper Co., West Springfield, Mass.  
**STERLING TREAD** (Gummed Tape)—Gummed Products Co., S. Union St., Troy, Ohio.  
**STONEWALL** (Ledger)—Neenah Paper Co., Neenah, Wis.  
**STRATHLUCENT** (Bristol)—Strathmore Paper Co., West Springfield, Mass.  
**STRATHMORE** (Bond, Book, Cover, Drawing, Parchment, Text, Writing)—Strathmore Paper Co., West Springfield, Mass.  
**STREAMLINE** (Book)—Watervliet Paper Co., Watervliet, Mich.  
**STRONGHEART** (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
**SUCCESS** (Bond)—Neenah Paper Co., Neenah, Wis.  
**SUEDE** (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.  
**SULGRAVE** (Book, Cover)—Standard Paper Mfg. Co., Richmond, Va.  
**SUNMER PLATE** (Book)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
**SUNBEAM** (Book, Box Linings, Litho)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
**SUNRAY** (Book, Box Covering, Litho)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.  
**SUPER** (Litho)—Champion Paper & Fibre Co., Hamilton, Ont.  
**SUPERFINE** (Bristol)—Strathmore Paper Co., West Springfield, Mass.  
**SUPERFINE** (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.  
**SUPERFINE** (Wedding, Writing)—Whiting Paper Co., Holyoke, Mass.  
**SUPERIOR** (Cover)—Carew Mfg. Co., Hadley Falls, Mass.  
**SUPERIOR** (Onion Skin)—Esleek Mfg. Co., Turners Falls, Mass.  
**SUPERIOR** (Wedding)—Keith Paper Co., Turners Falls, Mass.  
**SUPER PLATE** (Blotting)—Standard Paper Mfg. Co., Richmond, Va.  
**SUPERTUE** (Cover)—Appleton Coated Paper Co., Appleton, Wis.  
**SUPERWHITE** (Manila)—Hollingsworth & Vose Co., 112 Washington St., East Walpole 1, Mass.  
**SURETY** (Bond)—Crocker-McElwain Co., Holyoke, Mass.  
**SUROGATE BOND** (Bond)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.  
**SWEDEROPE** (Manila)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich.

**THINWEAVE** (Onion Skin)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.  
**THISTLEMARK** (Bond)—Strathmore Paper Co., West Springfield, Mass.  
**THREE STAR** (Bond, Ledger, Mimeograph)—Mohawk Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.  
**TICONDEROGA** (Book, Text)—International Paper Co., 220 E. 42nd St., New York 17, N. Y.  
**TIO** (Bond)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
**TIME CARD** (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
**TI-OPAKE** (Book)—International Paper Co., 220 E. 42nd St., New York 17, N. Y.  
**TISRITE** (Ledger)—Keith Paper Co., Turners Falls, Mass.  
**TITAN** (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
**TITAN** (Cover)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio.  
**TITANTEX** (Onion Skin)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio.  
**TITLE** (Ledger)—Whiting Paper Co., Holyoke, Mass.  
**TOPAK** (Manila)—International Paper Co., 220 E. 42nd St., New York 17, N. Y.  
**TREADOR** (Cover)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
**TOUGH CHECK** (Bristol)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
**TOWN CRIER** (Announcement, Cover, Envelope, Text, Wedding)—Lineweave, 21 Cypress St., Springfield 2, Mass.  
**TREASURY** (Bond)—Carew Mfg. Co., Hadley Falls, Mass.  
**TREASURY** (Ledger)—Harding-Jones Paper Co., Middletown, Ohio.  
**TREASURY** (Blotting)—Jos. Parker & Son Co., 1155 Whalley Ave., New Haven 15, Conn.  
**TREATED JUTE** (Tympant)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
**TROJAN** (Bond, Cover, Duplicate, Ledger, Onion Skin, Wedding)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
**TROJAN** (Gummed Label, Offset, Cloth Tape, Hollands)—Gummed Products Co., S. Union St., Troy, Ohio.  
**TRU-COLOR** (Cover)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
**TRUJECT LEVEL COAT** (Book)—Kimberly-Clark Corp., Neenah, Wis.  
**TRU-TINT** (Cover)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.  
**TUDOR** (Ledger)—Neenah Paper Co., Neenah, Wis.  
**TUFWITE** (Board)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
**TWEED** (Text)—Beckett Paper Co., Hamilton, Ohio.  
**TWEEDMAR** (Cover)—Marvellum Co., Appleton St., Dalton, Mass.  
**20TH CENTURY** (Bristol)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.  
**TWILMARK** (Text)—Peninsular Paper Co., Ypsilanti, Mich.  
**TWILTEX** (Cover)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.  
**TWO TEXT** (Blotting)—Standard Paper Mfg. Co., Richmond, Va.  
**TYPACOUNT** (Ledger)—Byron Weston Co., Main St., Dalton, Mass.

**ULTRAFINE** (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
**UNCLE SAM** (Bond)—Hawthorne Paper Co., E. Michigan Ave., Kalamazoo, Mich.  
**UNION** (Union Watermarked)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.  
**UNITED** (Box Covering, Cloth, Cloth Lined)—United Mfg. Co., 168 Birnie Ave., Springfield 7, Mass.  
**UNITED NATIONS** (Bond, Onion Skin)—North American Pulp & Paper Co., Cheboygan, Mich.  
**UNITED STATES** (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.  
**UNIVERSAL** (Safety)—Gurney Security Paper Co., Inc., 66 Front St., Brooklyn 1, N. Y.  
**UTILITY** (Blotting)—Wrenn Paper Co., Middletown, Ohio.

**VAC-CUP-BAC** (Poster Print)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
**VALLEY** (Onion Skin)—Valley Paper Co., Holyoke, Mass.  
**VALLEY CREAM** (Postcard)—Sorg Paper Co., Middletown, Ohio.

**VASSAR** (Wedding) Whiting Paper Co., Holyoke, Mass.  
**VELDUFOLD** (Book)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio.  
**VELOPAQUE** (Book)—Michigan Paper Co., Plainwell, Mich.  
**VELOUR** (Book, Cover)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.  
**VELUMET** (Box Covering)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
**VELVETONE** (Bristol)—Martin Cantine Co., Saugerties 1, N. Y.  
**VERIGOOD** (Blotting)—Albermarle Paper Mfg. Co., Richmond, Va.  
**VICTORIA** (Blotting)—Joseph Parker & Son Co., 1155 Whalley Ave., New Haven 15, Conn.  
**VICTORIAN** (Cover, Text)—W. C. Hamilton & Sons, Miquon, Montgomery County, Pa.  
**VICTORY** (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.  
**VIENNA MOIRE** (Blotting)—Albermarle Paper Mfg. Co., Richmond, Va.  
**VIKING** (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.  
**VIKING** (Book)—Watervliet Paper Co., Watervliet, Mich.  
**VOLUME** (Bond)—Eastern Corporation, Bangor, Me.  
**VULCAN** (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.

**WACHUSETTS** (Blanks)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
**WALPOLE TAG** (Manila)—Hollingsworth & Vose Co., 112 Washington St., East Walpole 1, Mass.  
**WAR BOND** (Blotting)—Albermarle Paper Mfg. Co., Richmond, Va.  
**WARE** (Box Covering, Cloth-lined, Cover, Litho, Mullie, Foil, Proofing)—McLaurin Jones Co., 744 Philip Ave., Brookfield, Mass.  
**WATERFALLS BONDGRAPH** (Mimeograph)—North American Pulp & Paper Co., Cheboygan, Mich.  
**WAUSAU** (Bond, Ledger)—Wausau Paper Mills, 111 W. Washington St., Chicago, Ill.  
**WAVERLY** (Ledger)—Byron Weston Co., Main St., Dalton, Mass.  
**WEST** (No. 2 Bristol)—Strathmore Paper Co., West Springfield, Mass.  
**WEDGEWOOD** (Book)—Champion Paper & Fibre Co., Hamilton, Ohio.  
**WESTBROOK** (Book, Bristol)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.  
**WESTLOCK** (Bond, Ledger)—Keith Paper Co., Turners Falls, Mass.  
**WESTOVER** (Text)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.  
**WESTVACO** (Drinking Cups, Litho, Post Card, Gravure and Rotogravure, Writing)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
**WEST VIRGINIA** (Book)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.  
**WEYCROFT** (Cover)—W. C. Hamilton & Sons, Miquon, Montgomery County, Pa.  
**WHIPPET** (Bond)—Hammermill Paper Co., Erie, Pa.  
**WHITAGE** (Board)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.  
**WHITE OAK** (Book)—Michigan Paper Co., Plainwell, Mich.  
**WHITE SEAL** (Book, Litho)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.  
**WHITE SIGN** (Poster Print)—Central Paper Co., Inc., 2404 Lake Shore Dr., Muskegon, Mich.  
**WILLOWFOLD** (Book)—Michigan Paper Co., Plainwell, Mich.  
**WINCHESTER** (Bond, Bristol)—Byron Weston Co., Main St., Dalton, Mass.  
**WINN** (Book)—International Paper Co., 220 E. 42nd St., New York 17, N. Y.  
**WINSTED** (Announcement)—Rising Paper Co., Park St., Housatonic, Mass.  
**WISCONSIN** (Book)—Appleton Coated Paper Co., Appleton, Wis.  
**WISDOM** (Book)—Hawthorne Paper Co., E. Michigan Ave., Kalamazoo 99, Mich.  
**WOLVERINE** (Book)—Michigan Paper Co., Plainwell, Mich.  
**WOODBINE** (Book, Cover)—Appleton Coated Paper Co., Appleton, Wis.  
**WOODCRAFT** (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.  
**WOODSTONE** (Cover)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.  
**WORLD** (Blotting)—Albermarle Paper Mfg. Co., Richmond, Va.  
**WORONOCO** (Text)—Strathmore Paper Co., West Springfield, Mass.  
**WORTHY** (Text, Writing)—Worthy Paper Co., West Springfield, Mass.  
**WOVEN LINEN** (Wedding)—Whiting Paper Co., Holyoke, Mass.  
**WOVETONE** (Book, Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.  
**WYTEK BOND** (Book, Ledger)—WYTEK Sales Co., Dayton, Ohio.

**ZENA** (Book)—Martin Cantine Co., Saugerties 1, N. Y.  
**ZENAGLOSS** (Book, Cover)—Martin Cantine Co., Saugerties 1, N. Y.  
**ZEPHYR** (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.

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FOR LISTING OF  
*Books for  
Printers*

# GUIDE TO ADVERTISERS

## and Branch Offices of Manufacturers Listed

● While compilers of this directory have taken every precaution to insure accuracy, guarantee cannot be made against the possibility of changes, errors, or omissions in listings. Every effort has been made to secure authentic information direct from supply firms and manufacturers. Directory listings are based on data obtained by questionnaire.



AETNA Paper Co., Dayton, Ohio

★AIGNER, G. J., Co.; 503 S. Jefferson St., Chicago 7, Ill.

### BRANCH:

NEW YORK 13, N. Y.—97 Reade St.

★ALJEN Service, 2128 Colerain Ave., Cincinnati 14, Ohio

AMERICAN Academy of Art, 25 E. Jackson Blvd., Chicago 4, Ill.

AMERICAN Numbering Machine Co., 224 Shepherd Ave., Brooklyn 8, N. Y.

### BRANCH:

CHICAGO 2, Ill.—105 W. Madison St.

AMERICAN Printing Ink, Div. Sun Chemical Corp., 2314 W. Kinzie St., Chicago 12, Ill.

★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 22, Ill.

### BRANCH:

INDIANAPOLIS 4, Ind.—225 N. New Jersey St.

AMERICAN Smelting & Refining Co., Federated Metals Div., Whiting, Ind.

### BRANCHES:

ATLANTA, Ga.  
BALTIMORE, Md.  
BECKEMEYER, N. J.  
BIRMINGHAM, Ala.  
BOSTON, Mass.  
CINCINNATI, Ohio  
CLEVELAND, Ohio  
DALLAS, Tex.  
DENVER, Colo.  
DETROIT 11, Mich.—11630 Russel St.  
KANSAS CITY, Mo.  
LOS ANGELES 23, Cal.—4010 E. 26th St.  
MILWAUKEE, Wis.  
MINNEAPOLIS, Minn.  
NEWARK 5, N. J.—St. Charles & Avenue L.  
NEW YORK 5, N. Y.—120 Broadway  
PERTH AMBOY, N. J.  
PHILADELPHIA, Pa.  
PITTSBURGH 24, Pa.  
PORTLAND, Ore.  
ROCHESTER, N. Y.  
ST. LOUIS 10, Mo.—4041 Park Ave.  
SAN FRANCISCO, Cal.—1910 Army St.  
SEATTLE, Wash.  
TRENTON, N. J.  
WHITING, Ind. (Chicago Dist.)

AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland 13, Ohio

### BRANCHES:

BALTIMORE, Md.—First National Bank Bldg.  
BOSTON, Mass.—Sutler Bldg.  
BUFFALO, N. Y.—Liberty Bank Bldg.  
CHICAGO, Ill.—208 South La Salle St.  
CINCINNATI, Ohio—Union Trust Bldg.  
COLUMBUS, Ohio—American Insurance Union Bldg.  
DENVER, Colo.—First National Bank Bldg.  
DETROIT, Mich.—General Motors Bldg.  
KANSAS CITY, Mo.—Fidelity Bldg.  
MILWAUKEE, Wis.—Bankers Bldg.  
MINNEAPOLIS-ST. PAUL, Minn.—First National Bank Bldg., St. Paul  
NEW YORK, N. Y.—71 Broadway

PHILADELPHIA, Pa.—Broad St. Station Bldg.  
PITTSBURGH, Pa.—Frick Bldg.  
ST. LOUIS, Mo.—1221 Locust St.  
WILKES-BARRE, Pa.—Miners Bank Bldg.  
WORCESTER, Mass.—340 Main St.

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 2, N. J.

### BRANCHES:

ATLANTA 2, Ga.—223 Nelson St., S.W.  
BALTIMORE 1, Md.—103 W. Pratt St.  
BOSTON 11, Mass.—210 South St.  
BUFFALO 3, N. Y.—327 Washington St.  
CHICAGO 6, Ill.—319 West Monroe St.  
CINCINNATI 2, Ohio—6th & Sycamore Sts.  
CLEVELAND 14, Ohio—1710 East 22nd St.  
DALLAS 1, Tex.—604 S. Akard St.  
DENVER 2, Colo.—1927 Arapahoe St.  
DES MOINES 9, Iowa—920 Grand Ave.  
DETROIT 26, Mich.—180 E. Larned St.  
KANSAS CITY 6, Mo.—934 Wyandotte St.  
LOS ANGELES 13, Cal.—470 E. Third St.  
MILWAUKEE 2, Wis.—737 N. Van Buren St.  
MINNEAPOLIS 1, Minn.—117 Washington Ave.  
NEW YORK 10, N. Y.—104 East 25th St.  
PHILADELPHIA 7, Pa.—13th & Cherry Sts.  
PITTSBURGH 22, Pa.—405 Penn Ave.  
PORTLAND 4, Ore.—416 S. W. Oak St.  
ST. LOUIS 3, Mo.—2135 Pine St.  
SAN FRANCISCO 3, Cal.—1261 Howard St.  
SEATTLE 4, Wash.—Western Ave. & Columbia  
WASHINGTON 3, D. C.—1224 H St., N. W.

AMERICAN Wood Type & Engr. Co., 270 Lafayette St., New York 12, N. Y.

### BRANCH:

CHICAGO 5, Ill.—608 S. Dearborn St.

★AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.

### BRANCHES:

BOSTON 10, Mass.—80 Federal St.  
CHICAGO 3, Ill.—10 S. LaSalle St.  
NEW YORK 7, N. Y.—41 Park Row  
SAN FRANCISCO 5, Cal.—303 Market St.

ANSCO, 40 Charles, Binghamton, N. Y.

### BRANCHES:

CHICAGO 11, Ill.—433 E. Erie St.  
CINCINNATI 12, Ohio—229 E. Sixth St.  
DALLAS 1, Tex.—425 S. Field St.  
LOS ANGELES 15, Cal.—1224 S. Hope St.  
NEW YORK 18, N. Y.—11 West 42nd St.  
SAN FRANCISCO 5, Cal.—348 Mission St.  
CANADA, Toronto 1, Ont.—60 Front St. W.

APPLETON Wood Products Co., Douglas & Second Sts., Appleton, Wis.

### BRANCHES:

CHICAGO, Ill.—215 N. Peoria St.  
LOS ANGELES 13, Cal.—440 Seaton St.  
NEW YORK 13, N. Y.—59 Leight St.  
SAN FRANCISCO 11, Cal.—7 Front St.

ARABOL Mfg. Co., 110 E. 42nd St., New York 17, N. Y.

### SALES OFFICES:

BOSTON, Mass.—12 Commercial Wharf  
BROOKLYN 5, N. Y.—56 Nostrand Ave.  
CICERO, Ill.—18th St. & 54th Ave.  
PHILADELPHIA 23, Pa.—600 S. Delaware Ave.  
SAN FRANCISCO 7, Cal.—30 Sterling St.

ARTCRAFT Ink Co., Inc., 333 N. Diamond St., New Orleans 13, La.

### BRANCHES:

ATLANTA 3, Ga.—363 Marietta St.  
HOUSTON 2, Tex.—415 Fannin St.

ATKINS, E. C., & Co., Indianapolis 9, Ind.

### BRANCHES:

ATLANTA 2, Ga.—172 Forsyth St., S. W.  
CHICAGO 7, Ill.—1401 W. Washington Blvd.  
MEMPHIS 2, Tenn.—477 S. Main St.  
NEW ORLEANS 16, La.—239 Canal St.  
NEW YORK 7, N. Y.—233 Broadway  
PORTLAND 14, Ore.—337 N. E. Tenth Ave.  
SAN FRANCISCO 3, Cal.—989 Howard St.  
SEATTLE 4, Wash.—1745 Fourth Ave.



BAHNSON Co., 1001 S. Marshall St., Winston-Salem, N. C.

### BRANCHES:

ATLANTA, Ga.—886 Drewry St., N.E.  
LOS ANGELES 13, Cal.—353 S. Figueroa St.  
NEW YORK, N. Y.—93 Worth St.  
WESTFIELD, N. J.—703 Embree Crescent

BARTA-Griffin Co., 72 Commercial St., P.O. Box 808, Worcester 1, Mass.

### BRANCH:

BOSTON 10, Mass.—148 Purchase St.

★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 6, Pa.

### BRANCHES:

CHICAGO 6, Ill.—123 S. Jefferson St.  
NEW YORK 1, N. Y.—461 8th Ave.

BAUMGARTNER Sales & Service

### BRANCH:

AKRON 8, Ohio—43 W. Market St.

BEATTIE Process Camera Co., Summit 9, N. J.

### BRANCH:

NEW YORK 7, N. Y.—206 Fulton St.

BECKETT Paper Co., Hamilton, Ohio

### SALES OFFICE:

NEW YORK 17, N. Y.—350 Madison Ave.

BEN Day, Inc., 118 E. 28th St., New York 16, N. Y.

### BRANCH:

ENGLAND, London, W1—Ben Day Ltd., 79 Davies St.

BENJAMIN Electric Manufacturing Co., Des Plaines, Ill.

### BRANCHES:

NEW YORK 11, N. Y.—230 West 17th St.  
CHICAGO 6, Ill.—20 N. Wacker Drive  
SAN FRANCISCO 7, Cal.—448 Bryant St.

★BENSING Bros. & Deeney, 401 N. Broad St., Philadelphia 8, Pa.

### BRANCH:

CHICAGO 6, Ill.—330 S. Wells St.

BINGHAM Brothers Co., Inc., 154 Nassau St., New York 7, N. Y.

### BRANCHES:

BALTIMORE 2, Md.—131 Calvia St.  
GARWOOD, N. J.—648 South Ave.  
NEWARK, N. J.—Brown & Lister Aves.  
NEW YORK 7, N. Y.—406 Pearl St.  
PHILADELPHIA 6, Pa.—321 Cherry St.  
ROCHESTER 5, N. Y.—980 Hudson Ave.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

★BINGHAM'S, Sam'l, Son Mfg. Co., 636 S. Sherman St., Chicago 5, Ill.

## BRANCHES:

ATLANTA 3, Ga.—274 Trinity Ave., S.W.  
CLEVELAND 14, Ohio—1432 Hamilton Ave.  
DALLAS 1, Tex.—1310 Patterson Ave.  
DES MOINES 2, Iowa—1023 W. Fifth St.  
DETROIT 10, Mich.—4391 Apple St.  
HOUSTON 6, Tex.—2702 W. Dallas Ave.  
INDIANAPOLIS 2, Ind.—629 S. Alabama St.  
KALAMAZOO 12, Mich.—223 W. Ransom St.  
KANSAS CITY 6, Mo.—706 Baltimore Ave.  
MINNEAPOLIS 15, Minn.—900 S. Third St.  
NASHVILLE 3, Tenn.—911 Berryhill St.  
OKLAHOMA CITY 6, Okla.—1213 Linwood St.  
PITTSBURGH 3, Pa.—88 S. 13th St.  
ST. LOUIS 2, Mo.—514 Clark Ave.  
SPRINGFIELD, Ohio—East & Harrison Sts.

BLATCHFORD, E. W., Co., 63 Park Row, New York 7, N. Y.

## BRANCHES:

BOSTON 6, Mass.—800 Albany St.  
BUFFALO 3, N. Y.—116 Oak St.  
CHICAGO 80, Ill.—900 W. 18th St.

BOICE-Crane Co., 930 W. Central, Toledo

## BRANCH:

CHICAGO, Ill.—218 N. Jefferson St.

BOSTITCH, Westerly, R. I.

Sales offices in principal cities; consult telephone book.

★BRANDTJEN and Kluge, Inc., Gaultier St. & Como Ave., St. Paul, Minn.

## BRANCHES:

ATLANTA 3, Ga.—150 Forsyth St., S.W.  
BOSTON, Mass.—115 High St.  
CHICAGO 5, Ill.—622 S. Dearborn St.  
DALLAS 1, Tex.—217 Browder St.  
DETROIT 26, Mich.—1051 First St.  
LOS ANGELES 15, Cal.—1232 S. Maple Ave.  
MINNEAPOLIS 15, Minn.—419 S. 5th St.  
NEW YORK 7, N. Y.—166 W. Broadway  
PHILADELPHIA 7, Pa.—233 N. 12th St.  
ST. LOUIS, Mo.—2226 Olive St.  
SAN FRANCISCO 11, Cal.—451 Sansome St.

★BROCK and Rankin, 619 S. LaSalle St. Chicago 5, Ill.

BROWN-Bridge Mills, Inc., Troy, Ohio

## BRANCHES:

NEW YORK, N. Y.—101 Park Ave.  
CHICAGO 3, Ill.—608 S. Dearborn St.

BROWN Lindsay Div., Chicago Bronze & Color Works, 2601-75 W. Grand Ave., Chicago 12, Ill.

## BRANCHES:

CLEVELAND HEIGHTS 18, Ohio—3214 Berkshire  
MINNEAPOLIS 14, Minn.—700 E. Hennepin Ave.

BROWN, L. L., Paper Co., Adams, Mass.

BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.

## BRANCHES:

CHICAGO 6, Ill.—2053 Daily News Bldg.  
NEW YORK 17, N. Y.—400 Madison Ave.  
SAN FRANCISCO 11, Cal.—320 Market St.

BURRAGE Glue Co., 15 Vandewater St., New York 7, N. Y.

BUTLER Company, 223 W. Monroe St., Chicago 6, Ill.

## BRANCHES:

ALBUQUERQUE, N. M.—100 E. New York Ave.  
DENVER 2, Colo.—1751 Wazee St.  
DALLAS 1, Tex.—1315 Pacific Ave.  
DETROIT 26, Mich.—851 Porter St.  
FORT WAYNE, Ind.—110 W. Columbia St.  
FORT WORTH 1, Tex.—70 Jennings Ave.  
GRAND RAPIDS 2, Mich.—31 Market Ave., N.W.  
HOUSTON 1, Tex.—Walker at Hutchins St.  
KANSAS CITY 6, Mo.—608 Wyandotte St.  
LOS ANGELES 11, Cal.—1355 Fruitland Ave.  
MILWAUKEE 2, Wis.—316 N. Milwaukee St.  
MINNEAPOLIS 13, Minn.—700 S. Fourth St.  
NEW YORK 17, N. Y.—247 Park Ave.  
PEORIA, Ill.—1028 S. Adams St.  
PORTLAND 9, Ore.—1410 N. W. Johnson St.  
PUEBLO, Colo.—1st & Main St.  
ST. LOUIS 3, Mo.—3400 Market Blvd.  
SAN ANTONIO, Tex.—1215 E. Houston St.  
SAN FRANCISCO 6, Cal.—535 Folsom St.  
SEATTLE 4, Wash.—1760 Fourth Ave. S.  
TERRE HAUTE, Ind.—317 N. 13th St.  
TULSA 3, Okla.—Boston at Cameron



CAMBRIDGE Instrument Co., Inc., 3012 Grand Central Terminal, New York

CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.

## BRANCHES:

LOS ANGELES 15, Cal.—1136 Maple Ave.  
PORTLAND 9, Ore.—1206 N.W. Hoyt St.  
SALT LAKE CITY 1, Utah—156 W. First St.  
SEATTLE 1, Wash.—2627 Western Ave.

CAPITOL Printing Ink Co., 821 3rd St., Des Moines 1, Iowa

## BRANCHES:

CHICAGO, Ill.—2400 W. Madison St.  
PHILADELPHIA, Pa.—135 S. 36th St.  
ST. JOSEPH, Mo.—309 S. 7th St.

★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio

CARBORUNDUM Co., Niagara Falls, N. Y.

## BRANCHES:

CHICAGO 9, Ill.—3630 S. Iron St.  
NEW YORK 1, N. Y.—601 W. 26th St.  
SAN FRANCISCO, Cal.—420 Market St.

★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47, Ill.

CENTRAL Paper Co., Inc., 2404 Lake Shore Dr., Muskegon, Mich.

## BRANCHES:

BOSTON 10, Mass.—10 High St.  
BUFFALO 2, N. Y.—722 Genesee Bldg.  
CHICAGO 3, Ill.—176 W. Adams St.  
DETROIT 26, Mich.—824 Michigan Bldg.  
NEW YORK 17, N. Y.—420 Lexington Ave.

CENTURY Electric Co., 1806 Pine St., St. Louis 3, Mo.

Sales offices in 30 principal cities; consult telephone book.

★CHALLENGE Machinery Co., Grand Haven, Mich.

★CHAMPION Paper & Fibre Co., Hamilton, Ohio—Mills also at: Canton, N. C. and Houston, Tex.

## BRANCH SALES OFFICES:

ATLANTA 3, Ga.—1406 First Nat'l Bank Bldg.  
BOSTON 10, Mass.—201 Devonshire St.  
CHICAGO 2, Ill.—1437 Conway Bldg.  
CINCINNATI 2, Ohio—1406 Equizer Bldg.  
CLEVELAND 13, Ohio—1511 Terminal Tower  
NEW YORK 17, N. Y.—230 Park Ave.  
PHILADELPHIA 6, Pa.—370 Drexel Bldg.  
ST. LOUIS 1, Mo.—1806 Arcade Bldg.

★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.

★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio

★CHAPMAN Electric Neutralizer Co., Box 268, Portland 6, Me.

CHAPMAN Knives & Saws, Inc., 504 So. Broadway, St. Louis 2, Mo.

## BRANCH:

KANSAS CITY, Mo.—1519 Cherry St.

CHEMCO Photoproducts Co., 230 W. 41st St., New York 18, N. Y.

## BRANCH OFFICES:

ATLANTA 3, Ga.—99 Cone St.  
CHICAGO 6, Ill.—27 S. Market St.  
NEW ORLEANS 12, La.—408 Camp St.

CHEMICAL Color & Supply Co., Div. of Sun Chemical Corp., 547 S. Clark St., Chicago 5, Ill.

## BRANCH:

ST. PAUL 4, Minn.—771 Raymond Ave.

CHERRY River Paper Co., West Jersey Trust Bldg., Camden, N. J.

## BRANCH:

CHICAGO 11, Ill.—919 N. Michigan Ave.

CHICAGO Steel & Wire Co., 10257 Torrence Ave., Chicago 17, Ill.

## BRANCHES:

NEW YORK 1, N. Y.—225 West 34th St.  
SAN FRANCISCO 3, Cal.—1043 Bryant St.

CHILLICOTHE Paper Co., Chillicothe, Ohio

CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.

EXCLUSIVE AGENTS—U. S. AND CANADA

DEXTER Folder Co., Pearl River, N. Y.

CLINE Electric Mfg. Co., 211 W. Wacker Drive, Chicago 6, Ill.

## BRANCHES:

NEW YORK 17, N. Y.—220 E. 42nd St.  
SAN FRANCISCO 4, Cal.—Crocker-Union Bldg.

★COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.

★CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.

## SALES OFFICE:

CHICAGO 3, Ill.—135 S. LaSalle St.

★COTTRELL, C. B., & Sons Co., Westerly, Rhode Island

## BRANCHES:

NEW YORK 10, N. Y.—25 E. 26th St.  
CHICAGO 6, Ill.—400 W. Madison St.  
MILWAUKEE 12, Wis.—3713 N. Humboldt Ave.  
ENGLAND, Chiptstead, Surrey—Smyth-Horne Ltd.

CRAFTINT Mfg. Co., 210 St. Clair Ave. N.W., Cleveland 13, Ohio

## DISTRIBUTORS:

LOS ANGELES 14, Cal.—736 S. Broadway, Schwabacher-Frey Co.  
NEW YORK 7, N. Y.—123 Nassau St., Wm. Glantz

★CRAFTSMAN Line-Up Table Corp., 49-59 River St., Waltham 54, Mass.

## BRANCH:

CHICAGO 5, Ill.—120 W. Polk St.

CRAMER, G., Dry Plate Co., 1835 Shenandoah Ave., St. Louis 4, Mo.

## BRANCHES:

CHICAGO 5, Ill.—608 S. Dearborn St.  
NEW YORK 3, N. Y.—9 East 19th St.

CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.

## BRANCHES:

BOSTON 10, Mass.—89 Broad St.  
CHICAGO 2, Ill.—111 W. Washington St.  
NEW YORK 17, N. Y.—475 Fifth Ave.

CROCKER-McElwain Co., Holyoke, Mass.

## BRANCHES:

CHICAGO 6, Ill.—208 S. Jefferson St.  
NEW YORK 7, N. Y.—41 Park Row

CROCKER-Wheeler Elec. Mfg. Co., Am-  
pere, N. J.

## BRANCHES:

BOSTON 16, Mass.—131 Clarendon St.  
BUFFALO 2, N. Y.—1016 M. & T. Bldg.  
CHICAGO 2, Ill.—111 W. Washington St.  
CINCINNATI 2, Ohio, 3703 Carew Tower  
CLEVELAND 10, Ohio—Guardian Bldg.  
DETROIT 2, Mich.—General Motors Bldg.  
LOS ANGELES 13, Cal.—124 W. Fourth St.  
NEW YORK 7, N. Y.—50 Church St.  
PHILADELPHIA 8, Pa.—401 N. Broad St.  
PITTSBURGH 19, Pa.—1101 Grant Bldg.  
SAN FRANCISCO 4, Cal.—544 Market St.  
WASHINGTON 5, D. C.—1029 Vermont Ave.

★CROMWELL Paper Co., 4801 S. Whipple St., Chicago 32, Ill.

CRONITE Co., 35 Park Pl., New York 7

## BRANCHES:

LOS ANGELES, Cal.—407 E. Pico Blvd.  
PORTLAND, Ore.—720 S. W. Washington St.

CUMMINS Perforator, Div., 4740 Ravenswood Ave., Chicago 40, Ill.

## BRANCHES:

BOSTON 11, Mass.—99 Chauncy St.  
NEW YORK 7, N. Y.—261 Broadway  
PHILADELPHIA 40, Pa.—2010 W. Ontario St.



DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.

Sales offices in principal cities; consult telephone book.

★DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave., Dayton, Ohio

## BRANCHES:

CHICAGO 4, Ill.—1009 W. Washington Blvd.  
NEW YORK 7, N. Y.—11 Park Place

**DEFENDER Photo Supply Co., Inc.**, 666 Driving Park Ave., Rochester 13, N. Y.

## BRANCHES:

BOSTON 11, Mass.—38 Chauncy St.  
CHICAGO 1, Ill.—225 N. Wabash Ave.  
LOS ANGELES 15, Cal.—1135 S. Flower St.  
NEW YORK 1, N. Y.—275 Seventh Ave.  
SEATTLE 22, Wash.—1111 E. Madison Ave.

**DENNISON Mfg. Co.**, 300 Howard St., Framingham, Mass.

## BRANCHES:

BOSTON, Mass.—38 Chauncy St.  
CHICAGO, Ill.—62 Randolph St.  
CLEVELAND, Ohio—629 Euclid Ave.  
DALLAS, Tex.—202 Southwestern Life Bldg.  
NEW YORK 1, N. Y.—220 Fifth Ave.  
PHILADELPHIA, Pa.—225 S. 15th St.  
SAN FRANCISCO, Cal.—1642 Russ Bldg.  
TORONTO, Ont., Canada—302 Bay St.

**DETROIT Sulphite Pulp & Paper Co.**, 9125 W. Jefferson Ave., Detroit 17, Mich.

**DEVERE Co.**, Racine Wis.

## BRANCH:

CHICAGO 5, Ill.—608 S. Dearborn St.

**DeVILBISS Company**, 300 Phillips Ave., Toledo 1, Ohio

## BRANCHES:

CHICAGO 7, Ill.—1280 W. Washington Blvd.  
DETROIT 2, Mich.—2865 E. Grand Blvd.  
LOS ANGELES 15, Cal.—1420 Los Angeles St.  
NEW YORK 11, N. Y.—111 Eighth Ave.  
PHILADELPHIA 8, Pa.—401 Broad St.  
SAN FRANCISCO 5, Cal.—831 Howard St.

★**DEXTER Folder Co.**, Pearl River, N. Y.

## BRANCHES:

BOSTON, Mass.—185 Summer St.  
CHICAGO 5, Ill.—117 W. Harrison St.  
CLEVELAND 18, Ohio—2391 Fenwood Rd.  
NEW YORK 18, N. Y.—350 W. 42nd St.  
PHILADELPHIA, Pa.—Bourse Bldg.

**DILL & Collins, Inc.**, 230 Park Ave., New York 17, N. Y.

## BRANCHES:

BOSTON 88, Mass.—80 Federal St.  
CHICAGO 2, Ill.—111 W. Washington St.  
DAYTON 2, Ohio—131 N. Ludlow St.  
PHILADELPHIA 6, Pa.—816 Ledger Bldg.

★**DISTRICT of Columbia Paper Mills, Inc.**, Potomac & K Sts., NW, Washington 7

## BRANCHES:

CHICAGO 2, Ill.—1832 Conway Bldg.  
LOS ANGELES 13, Cal.—106 W. 3rd St.  
NEW YORK 7, N. Y.—41 Park Row

**DITTO, Inc.**, 2243 W. Harrison St., Chicago 12, Ill.

## BRANCHES:

All principal cities

**DOBECKMUN Co.**, Box 6417, Cleveland 1

## BRANCHES:

BOSTON, Mass.—900 Statler Bldg.  
CHICAGO, Ill.—111 W. Washington Blvd.  
CINCINNATI, Ohio—1625 Carew Tower Bldg.  
LOS ANGELES, Cal.—117 W. 9th St.  
NEW YORK, N. Y.—500 Fifth Ave.  
PHILADELPHIA, Pa.—1328 Walnut St.  
SAN FRANCISCO, Cal.—465 California

★**DOUTHITT Corp.**, 650 W. Baltimore Ave., Detroit 2, Mich.

★**DOYLE, J. E., Co.**, 1228 West 6th St., Cleveland 13, Ohio

**DUPLEX Printing Press Co.**, Battle Creek, Mich.

CHICAGO, Ill.—77 W. Washington St.  
NEW YORK, N. Y.—500 Fifth Ave.

**du PONT, E. I., de Nemours and Co.**, Defender Division, Rochester 3, N. Y.

## BRANCHES:

BOSTON 11, Mass.—38 Chauncy St.  
CHICAGO 1, Ill.—225 N. Wabash Ave.  
LOS ANGELES 15, Cal.—1135 S. Flower St.  
NEW YORK 1, N. Y.—275 Seventh Ave.  
SEATTLE 22, Wash.—1111 E. Madison St.

**DURANT Mfg. Co.**, 1929 N. Buffum St., Milwaukee 1, Wis.

## BRANCHES:

CHICAGO 4, Ill.—224 S. Michigan Blvd.  
PROVIDENCE 3, R. I.—155 Orange St.

E

**EAGLE Printing Ink Co.**, Div. of Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

## BRANCH:

CHICAGO 12, Ill.—2320 W. Kinzie St.

★**EASTERN Corporation**, Bangor, Me.

**ECONOMY Baler Co.**, Ann Arbor, Mich.

## BRANCHES:

ALBANY, N. Y.—301 Quail St.  
BOSTON, Mass.—601 Atlantic Ave.  
CHICAGO, Ill.—616 S. Dearborn St.  
CINCINNATI, Ohio—209 Gerke Bldg.  
CLEVELAND, Ohio—Erie Bldg.  
DETROIT, Mich.—337 Curtis Bldg.  
NEW YORK, N. Y.—43 Water St.  
PHILADELPHIA, Pa.—Drexel Bldg.

**ECONO Products, Inc.**, 132 Humboldt St., Rochester 10, N. Y.

## EXCLUSIVE DISTRIBUTORS:

PORTLAND 1, Ore.—Harold Noonan, 5000 S.W. Laurewood Ave.  
SAN FRANCISCO 11, Cal.—Don Stewart Co., 441 Clay St.

**ECONOMY Printers Products Co.**, 609 S. LaSalle, Chicago 5, Ill.

**ELLINGSWORTH Mfg. Co.**, 200 S. Peoria St., Chicago 7, Ill.

★**EMBOSSOGRAPH Process Co.**, 251 William St., New York 7, N. Y.

★**ENGDAHL Bindery, Inc.**, 1056 W. Van Buren St., Chicago 7, Ill.

**ESLEECK Mfg. Co.**, Turners Falls, Mass.

F

**FAIRBANKS, Morse & Co.**, 600 S. Michigan Ave., Chicago 5, Ill.

Offices in principal cities; consult telephone book.

**FASTENER Corp.**, 860 Fletcher Ave., Chicago 14, Ill.

## BRANCH:

LOS ANGELES, Cal.—920 S. Atlantic Blvd.

**FEDERAL Products Corp.**, 1144 Eddy St., Providence 1, R. I.

## BRANCHES:

CHICAGO 6, Ill.—400 W. Madison St.  
CLEVELAND 15, Ohio—1422 Euclid Ave.  
DETROIT 2, Mich.—7310 Woodward Ave.  
HARTFORD 3, Conn.—410 Asylum St.  
INDIANAPOLIS 4, Ind.—320 N. Meridian St.  
ROCHESTER 4, N. Y.—509 Genesee Valley

**FEDERATED Metals**: See American Smelting & Refining Co., Whiting, Ind.

**FISKE Brothers Refining Co.**, Lubriplate Div., 129 Lockwood St., Newark 5, N. J.

## BRANCH:

TOLEDO 3, Ohio—P.O. Box 1526, Central Sta.

**FITCHBURG Paper Co.**, 642 River St., Fitchburg, Mass.

## BRANCHES:

CHICAGO 3, Ill.—11 South LaSalle St.  
NEW YORK 17, N. Y.—250 Park Ave.

**FLINT, Howard, Ink Co.**, 2546 Clark Ave., Detroit 9, Mich.

## SALES OFFICES:

ATLANTA 3, Ga.—95 Milton Ave. S. E.  
CHICAGO 16, Ill.—2001 Calumet Ave.  
CLEVELAND 15, Ohio—Broadway and E. 15th  
DENVER 5, Colo.—2807 Blake St.  
HOUSTON 14, Tex.—Lockwood Drive & T. & N. O. R.  
INDIANAPOLIS 7, Ind.—38 Shelby St.  
LOS ANGELES 13, Cal.—6100 Avalon Blvd.  
NEW ORLEANS 19, La.—Jefferson Davis Pkwy. & I. C. R.

★**FORCE, Wm. A. & Co., Inc.**, 216 Nichols Ave., Brooklyn 8, N. Y.

## BRANCHES:

CHICAGO 22, Ill.—3000 W. Chicago Ave.  
NEW YORK 13, N. Y.—107 Worth St.

**FOSTORIA Pressed Steel Corp.**, Fostoria, Ohio

## BRANCHES:

Branch offices in principal cities; consult telephone book.

**FOTOTYPE Co.**, 629 Washington Blvd., Chicago 6, Ill.

## BRANCH:

NEW YORK 17, N. Y.—342 Madison Ave.

★**FOX River Paper Corp.**, 401 S. Appleton St., Appleton, Wis.

## BRANCHES:

LOS ANGELES, CAL.—Murphy & Buist, 124 West 4th St.  
NEW YORK, N. Y.—350 Madison Ave.

**FRANKLIN Paper Co.**, Holyoke, Mass.

## BRANCH:

NEW YORK, N. Y.—230 Park Ave.

**FRASER Industries, Inc.**, 420 Lexington Ave., New York, N. Y.

## BRANCH:

CHICAGO 2, Ill.—111 W. Washington Blvd.

**FUCHS & Lang Mfg. Co.**, Div. of Sun Chemical Corp., 100 6th Ave., New York 13, N. Y.

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CHICAGO 10, Ill.—120 W. Illinois St.  
CINCINNATI 2, Ohio—3rd & Walnut Sts.  
CLEVELAND 13, Ohio—310 Lakeside Ave., N. W.  
FORT WORTH 2, Tex.—1300 Throckmorton St.  
PHILADELPHIA 6, Pa.—29 North 6th St.  
ST. LOUIS 3, Mo.—1514 Pine St.

**FULLER, E. C., Co.**, 28 Reade St., New York 7, N. Y.

## BRANCH:

CHICAGO 5, Ill.—720 S. Dearborn St.

**FULLER, H. B., Co.**, 255 Eagle St., St. Paul 2, Minn.

## BRANCHES:

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KANSAS CITY 6, Mo.—915 Broadway

G

★**GAETJENS, Berger & Wirth, Inc.**, 35 York St., Brooklyn 1, N. Y.

## BRANCH:

CHICAGO 5, Ill.—538 S. Clark St.

**GANE Brothers & Lane Inc.**, 1335 W. Lake St., Chicago 7, Ill.

## BRANCH OFFICES:

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NEW YORK 13, N. Y.—333 Hudson St.  
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CHICAGO, Ill.—Chemical Color & Supply Co., 347 S. Clark St.  
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NEW YORK, N. Y.—Export, 100 Sixth Ave.  
NEW YORK, N. Y.—Fuchs & Lang Mfg. Co., 100 Sixth Ave.  
NEW YORK, N. Y.—General Industrial Finishes, 100 Sixth Ave.  
NEW YORK, N. Y.—Morrill Co., Geo. H., 100 Sixth Ave.  
SAN FRANCISCO 3, CAL.—Pacific Coast, 1425 Folsom St.  
NEW YORK, N. Y.—Research, 100 Sixth Ave.  
RUTHERFORD, N. J.—Rotogravure  
NEW YORK, N. Y.—Rutherford Machy. Co., 100 Sixth Ave.  
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KALAMAZOO, Mich.—Michigan Research Laboratories, Inc.

GERRARD Steel Strapping Co., 2915 W. 4th St., Chicago 32, Ill.

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SAN FRANCISCO, Cal.—61 Bluxome St.  
SEATTLE, Wash.—1056 Sixth Ave. So.

GILMER, L. H., Co., Tacony, Philadelphia 35, Pa.

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NEWARK 3, N. J.—115 Edison Pl.  
NEW YORK 7, N. Y.—40 Church St.  
SAN FRANCISCO 7, Cal.—510 Bryant St.  
SEATTLE, Wash.—307 Maritime Bldg.

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GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.

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ENGLAND, Preston—Greenbank St.  
ENGLAND, London EC4—154 Fleet St.

GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.

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CLEVELAND 14, Ohio—Chester Twelfth Bldg.  
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NEW YORK 17, N. Y.—521 5th Ave.  
PHILADELPHIA 2, Pa.—1268 Commercial Trust Bldg.

★GRAPHIC Arts Corp., Jackson at 11th, Toledo 2, Ohio

GREENLEE Co., 1609 N. Wolcott, Chicago 22, Ill.

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BOSTON 17, Mass.—Box R, Back Bay  
HOUSTON 1, Tex.—Gulf Bldg.  
LOUISVILLE 1, Ky.—1901 S. 7th St.  
NEW ORLEANS 1, La.—Maison Blanche Bldg.  
NEW YORK 4, N. Y.—17 Battery Place  
PHILADELPHIA 2, Pa.—1315 Locust St.  
TOLEDO 1, Ohio—Nicholas Bldg.  
PITTSBURGH, Pa.—Gross St. & P. R. R.

GUMMED Products Co., S. Union St., Troy, Ohio

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CINCINNATI 2, Ohio—1740 Union Central Bldg.  
CLEVELAND 20, Ohio—2842 Fontenay Rd.  
COLUMBUS 15, Ohio—45 South 9th St.  
MANOA, Philadelphia, Pa.—1020 Garfield Ave.  
NEW YORK 7, N. Y.—41 Park Row  
ST. LOUIS, Mo.—Paul Brown Bldg.

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HALL, Thomas W., Co., Inc., Sunnyside Ave., Stamford, Conn.

## SALES OFFICE:

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HALOID Co., 6 Haloid St., Rochester 3, N. Y.

## BRANCHES:

ATLANTA 3, Ga.—Wm. Oliver Bldg.  
BOSTON 9, Mass.—141 Milk St.  
CHICAGO 3, Ill.—608 So. Dearborn St.  
DALLAS 1, Tex.—307 So. Ervay St.  
DETROIT 26, Mich.—144 Lafayette Blvd.  
KANSAS CITY 6, Mo.—1007 Grand Ave.

LOS ANGELES 15, Cal.—1206 So. Maple Ave.  
NEW YORK 16, N. Y.—240 Madison Ave.  
PHILADELPHIA 7, Pa.—1015 Chestnut St.  
PITTSBURGH 22, Pa.—917 Fulton Bldg.  
ST. LOUIS 1, Mo.—818 Olive St.  
SAN FRANCISCO 8, Cal.—23 Grant Ave.  
SEATTLE 4, Wash.—914 Second Ave.  
WASHINGTON 5, D. C.—15th and H Sts., N. W.

HAMILTON, W. C., & Sons, Miquon, Montgomery County, Pa.

## BRANCHES:

CHICAGO 3, Ill.—176 W. Adams St.  
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SAN FRANCISCO 11, Cal.—320 Market St.

★HAMILTON Mfg. Co., Two Rivers, Wis.

HAMILTON Tool Co., 9th & Hanover, Hamilton, Ohio

HAMMER Dry Plate & Film Co., 2711 Miami St., St. Louis 18, Mo.

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## BRANCH SALES OFFICES:

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★HARRIS-Seybold Co., 4510 East 71st St., Cleveland 5, Ohio

HART, Wm. C., Co., Inc., 137 Greene St., New York 12, N. Y.

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ROCHESTER 8, N. Y.—259 Exchange St.

HARTFORD Textile Co., 1441 Broadway, New York 18, N. Y.

## BRANCHES:

CHICAGO 6, Ill.—323 S. Franklin St.  
LOS ANGELES, Cal.—120 E. Eighth St.  
SAN FRANCISCO, Cal.—833 Market St.

HERWARD Fabrics Co., Walpole, Mass.

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HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.

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HABANA, Cuba—Apartado 671  
MEMPHIS, Tenn.—332 Linden Ave.  
MEXICO D. F.—Mex. Ave. 16 de Septiembre 57, Despacho 2  
OKLAHOMA City, Okla.—303 N. Hudson

HILO Varnish Corp., 56 Stewart Ave., Brooklyn 6, N. Y.

## BRANCHES:

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CHICAGO 8, Ill.—2420 Washburne Ave.

HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.

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BOSTON, Mass.—244 Trachington St.  
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HOWARD Paper Co., Urbana, Ohio

## BRANCH SALES OFFICES:

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★HUBER, J. M., Inc., 460 West 34th St., New York 1, N. Y.

## BRANCHES:

BOSTON 10, Mass.—80 Federal St.  
CHICAGO 7, Ill.—1230 W. Jackson Blvd.  
ST. LOUIS 18, Mo.—2917 S. Second St.

I

IDEAL Commutator Dresser Co., 5065 Park Ave., Sycamore, Ill.

## BRANCHES:

CHICAGO 6, Ill.—600 W. Jackson Blvd.  
DETROIT 2, Mich.—6432 Cass Ave.  
NEW YORK 3, N. Y.—61 E. 11th St.  
PITTSBURGH 22, Pa.—107 Sixth St.

★IDEAL Roller & Mfg. Co., 2512 West 24th St., Chicago 8, Ill.

## BRANCHES:

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LONG ISLAND CITY 1, N. Y.—21-24 39th Ave.  
MILWAUKEE 2, Wis.—104 E. Mason St.  
PHILADELPHIA 6, Pa.—232 W. Washington St.  
SAN FRANCISCO 2, Cal.—821 Market St.

ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.  
Sales offices in principal cities: consult telephone book.

ILLINOIS Zinc Co., 2959 W. 47th St., Chicago 32, Ill.

## BRANCH:

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IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50, Ill.

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LOS ANGELES 15, Cal.—1220 South Maple Ave.  
NEW ORLEANS 10, La.—1007 Camp St.  
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JOHNSON Bronze Co., Newcastle, Pa.

## BRANCHES:

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CAMBRIDGE, Mass.  
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DETROIT, Mich.  
KANSAS CITY, Mo.  
LOS ANGELES, Cal.  
MINNEAPOLIS, Minn.  
NEWARK, N. J.  
NEW YORK, N. Y.  
PHILADELPHIA, Pa.  
PITTSBURGH, Pa.  
ST. LOUIS, Mo.  
SAN FRANCISCO, Cal.  
SEATTLE, Wash.

JOHNSON, Charles Eneu, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.

## BRANCHES:

ATLANTA 3, Ga.—199 Forsyth St., S.W.  
BALTIMORE 18, Md.—2103 North Charles St.  
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CHICAGO 14, Ill.—1130 Wisconsin St.  
CLEVELAND 14, Ohio—Superior at 21st St.  
DALLAS 1, Tex.—1727 N. St. Paul St.  
DETROIT 26, Mich.—525 Howard St.  
KANSAS CITY 8, Mo.—2613-2615 S. W. Blvd.  
NEW YORK 7, N. Y.—410-412 Pearl St.  
PITTSBURGH 26, Pa.—1515-1517 W. Liberty Ave.  
ST. LOUIS 2, Mo.—321 N. 3rd St.

K

KELLOGG Div. American Brake Shoe Co., 97 Humboldt St., Rochester 9, N. Y.

## BRANCHES:

CHICAGO 4, Ill.—Amer. Forge Div., 332 S. Michigan Ave.  
LOS ANGELES 6, Cal.—Kellogg-Crown, 1216 Venice Blvd.

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SPOKANE, Wash.—18 International Way

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★**KIMBERLY-Clark Corporation**, Neenah, Wis.

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NEW YORK 17, N. Y.—122 E. 42nd St.  
SAN FRANCISCO 4, Cal.—155 Sansome St.

★**KIMBLE Electric Div., Miehle Ptg. Press & Mfg. Co.**, 2005 Hastings St., Chicago 8



★**LAKE Erie Engineering Corp.**, Riverview & Woodward Ave., Buffalo 17, N. Y.

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NEW YORK 17, N. Y.—215 Park Ave.

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SAN FRANCISCO, Cal.  
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**LAMSON Corp.**, Syracuse 1, N. Y.

## BRANCHES:

ATLANTA 3, Ga.  
BALTIMORE 1, Md.  
BOSTON 10, Mass.  
CHESHIRE, Conn.  
CHICAGO 6, Ill.  
CINCINNATI 2, Ohio  
CLEVELAND 14, Ohio  
DALLAS 10, Tex.  
LOS ANGELES 15, Cal.  
NEW YORK 17, N. Y.  
PHILADELPHIA 2, Pa.  
PITTSBURGH, Pa.  
SAN FRANCISCO 3, Cal.  
SEATTLE, Wash.  
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★**LANSTON Monotype Machine Co.**, 24th & Locust Sts., Philadelphia 30, Pa.

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ATLANTA 3, Ga.—116 Spring St., N.W.  
BOSTON 9, Mass.—170 Summer St.  
CHICAGO 6, Ill.—216 W. Jackson Blvd.  
NEW YORK 17, N. Y.—441 Lexington Ave.  
SAN FRANCISCO 3, Cal.—35 New Montgomery St.  
CANADA, Toronto 1, Ont.—34 Adelaide St., West

★**LAWSON, E. P., Co.**, 426 W. 33rd St., New York 1, N. Y.

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PHILADELPHIA 6, Pa.—Bourse Bldg.

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**LINOTYPE Parts Co.**, Main & Hudson-dale Sts., Weatherly, Pa.

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KANSAS City, Mo.—314 W. 10th St.  
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**McCUTCHEON Bros. & Quality, Inc.**, 1130 Callowhill St., Philadelphia 23

## BRANCHES:

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★**McLAURIN Jones Co.**, 744 Philip Ave., Brookfield, Mass.

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ROCHESTER 7, N. Y.—176 Meigs St.

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CHICAGO 6, Ill.—326 W. Madison St.  
LOS ANGELES 15, Cal.—1105 Trenton St.  
NEW YORK 18, N. Y.—29 W. 36th St.  
ST. LOUIS, Mo.—1420 Delmar Blvd.

**MATTHEWS, Jas. H., & Co.**, 3950 Forbes St., Pittsburgh 13, Pa.

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**MAXWELL Paper Co.**, Franklin, Ohio

★**MEAD Sales Co., Inc.**, 230 Park Ave., New York 17, N. Y.

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CHICAGO 2, Ill.—111 W. Washington St.  
DAYTON 2, Ohio—131 N. Ludlow St.  
PHILADELPHIA 6, Pa.—816 Ledger Bldg.

★**MEGILL, Edward L., Co.**, 731 Atlantic Ave., Brooklyn 17, N. Y.

**MELIND, Louis, Co.**, 362 W. Chicago Ave., Chicago 10, Ill.

## BRANCHES:

DETROIT 26, Mich.—243 Congress St.  
LOS ANGELES 14, Cal.—124 W. 6th St.  
NEW YORK 7, N. Y.—39 Conlandt St.  
SAN FRANCISCO 5, Cal.—593 Market St.

**MERCK & Co., Inc.**, Rahway, N. J.

## BRANCHES:

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ELKTON, Va.  
LOS ANGELES, Cal.  
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## SALES OFFICES:

BOSTON, Mass.—10 State St.  
CHICAGO 3, Ill.—531 Plymouth Court  
LOS ANGELES 15, Cal.—1515 Georgia St.  
NEW ORLEANS 9, La.—549 Baronne St.  
NEW YORK 18, N. Y.—500 Fifth Ave.  
SAN FRANCISCO 11, Cal.—638 Sacramento St.  
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PITTSBURGH 22, Pa.—Bessemer Bldg.

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## BRANCH:

CHICAGO, Ill.—333 N. Michigan Ave.

**MID-STATES Gummed Paper Co.**, 2515 S. Damen Ave., Chicago 8, Ill.

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CLEVELAND 15, Ohio—603 Hanna Bldg.  
LOS ANGELES 23, Cal.—631 S. Anderson St.  
NEW YORK 7, N. Y.—9 Park Place  
ST. LOUIS 1, Mo.—4 N. 8th St.

★**MIEHLE Printing Press & Mfg. Co.**, 14th & S. Damen Ave., Chicago 8, Ill.

## BRANCHES:

BOSTON 10, Mass.—140 Federal St.  
LOS ANGELES 15, Cal.—1222 Maple Ave.  
NEW YORK 18, N. Y.—330 W. 42nd St.  
PHILADELPHIA 7, Pa.—1015 Chestnut St.  
SAN FRANCISCO 3, Cal.—582 Howard St.

**MILLER Co.**, 99 Center, Meriden, Conn.

## BRANCH:

NEW YORK 10, N. Y.—315 Fourth Ave.

**MILLER Paper Co.**, 80 Wooster St., New York, N. Y.

## BRANCHES:

BOSTON, Mass.—100 Boylston St., 817 Colonial Bldg.

**MILLER Printing Machinery Co.**, 1117 Reedsdale St., Pittsburgh 12, Pa.

## BRANCHES:

ATLANTA, Ga.—Agent S. E. Ptrs. Supply Co.—267 Trinity Ave.  
BOSTON 88, Mass.—80 Federal St.  
CHICAGO 6, Ill.—Daily News Bldg.  
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PHILADELPHIA 7, Pa.—Phila. Saving Fund  
SAN FRANCISCO 3, Cal.—Russ Bldg.

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Sales representatives in principal cities: consult telephone book.

**MINNESOTA Mining & Mfg. Co.**, 900 Fauquier Ave., St. Paul 6, Minn.

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BUFFALO, N. Y.  
CHICAGO, Ill.  
CINCINNATI, Ohio  
CLEVELAND, Ohio  
DETROIT, Mich.  
HIGH POINT, N. C.  
LOS ANGELES, Cal.  
NEW YORK, N. Y.  
PHILADELPHIA, Pa.  
ST. LOUIS, Mo.  
SAN FRANCISCO, Cal.  
SEATTLE, Wash.

**MOHAWK Paper Mills, Inc.**, 465 S. Saratoga St., Cohoes, N. Y.

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**MORRILL, Geo. H., Co., Div. of Sun Chemical Corp.**, 100 6th Ave., New York 13.

## BRANCHES:

BOSTON 16, Mass.—130 Clarendon St.  
CHICAGO 6, Ill.—326 W. Madison St.  
FT. WORTH 2, Tex.—1300 Throckmorton St.  
PHILADELPHIA 7, Pa.—137 N. 12th St.  
ST. LOUIS 3, Mo.—1514 Pine St.

MUNISING Paper Co., 135 S. LaSalle St., Chicago 3, Ill.

MURRAY, D. J., Mfg. Co., 1002 Third St., Wausau, Wis.

**N**

NASHUA Gummed & Coated Paper Co., Nashua, N. H.

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CHICAGO, Ill.—Rm. 614 McGraw Hill Bldg., 520 N. Michigan Ave.  
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LOS ANGELES, Cal.—117 W. 9th St.  
NEW YORK, N. Y.—53 Park Pl.  
PHILADELPHIA, Pa.—33rd & Arch St.  
PITTSBURGH, Pa.—Grant Bldg.  
SAN FRANCISCO, Cal.—525 Market St.

NATIONAL Adhesives Div. Nat'l Starch Products Inc., 270 Madison Ave., New York 16, N. Y.

**BRANCHES:**

BOSTON 27, Mass.—15 Elkins St.  
CHICAGO 32, Ill.—3641 S. Washtenaw Ave.  
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SAN FRANCISCO 11, Cal.—735 Battery St.

NATIONAL Blank Book Co., Holyoke, Mass.

**BRANCHES:**

BOSTON, Mass.—45 Franklin St.  
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**The Peacetime Payroll Savings Plan**—A booklet, published for key executives by the Treasury Department, containing helpful suggestions on the conduct of your payroll savings plan for U. S. Savings Bonds.

**This Time It's For You**—A booklet for employees... explaining graphically how the payroll savings plan works... goals to save for, and how to reach them with Savings Bonds.



*The Treasury Department acknowledges with appreciation the publication of this message by*

## THE INLAND PRINTER

*This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council*







for consistently better printing...  
**MAKE YOUR SELECTIONS FROM**  
**THIS ALL-INKCLUSIVE LINE**

with that SLEIGHT difference

We manufacture a complete line of  
**SMICO STANDARD INKS** for

Letterpress

Offset Lithography

Four and Five Color Rotary Process

Litho Poster

Decalcomania

Tin Printing

Rotary Magazine

Newspaper Colors

Newspaper Blacks

Soap Wrappers

Bank Note and Die Stamping

Labels

Bread Wrappers

Cartons

Gloss Fibre

Corrugated

Glassine

Cellophane

Art Mat

Butter Wrappers

A Complete line of Specialty Inks

Bronze and Metallic Inks

Smicolite Colored Inks

Smico-Chrome Metallic Inks

Smico Gloss Overprint Varnishes

Smico Gloss Inks in all Colors

Ink Adjuster

Wonder Spray Solution

Driers and Compounds

COUNT ON SMICO INKS for any and every printing process and purpose. Irrespective of the type of your job, you can make your selection from the accompanying list with every confidence that the quality of the finished work will reflect that notable SLEIGHT difference which for so many years has distinguished the performance of SMICO Printing and Lithographic Inks. • In the event that your printing problem is especially complex and beyond the range of standard inks, let the SMICO Laboratories work out the correct solution. Decades of brilliant experience are here for you in the services of our noted corps of highly expert ink technicians. Write us your ink problems.

• NOTE: In ordering inks, please describe the surface to be printed and send a sample, if possible. Also, mention the kind of press, nature of the job and what is expected of the ink.



• SLEIGHT METALLIC INK COMPANIES Inc

NEW YORK PHILADELPHIA WASHINGTON CLEVELAND CHICAGO MILWAUKEE KANSAS CITY FORT WORTH LOS ANGELES

When Writing These Advertisers, Please Mention THE INLAND PRINTER

139

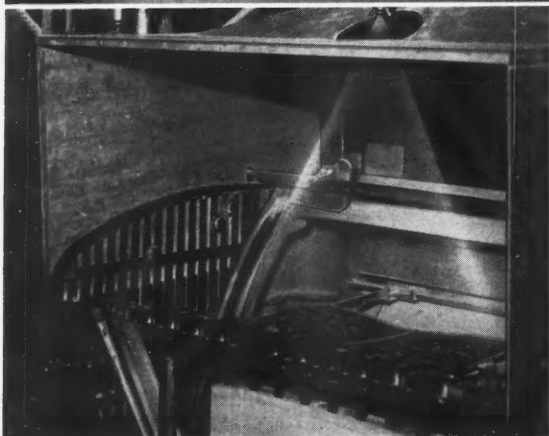


# PLIATAB

## BETTER LIQUID PLASTIC COLD PADDING GLUE

SEND for a trial quart or gallon jar of PLIATAB. We'll ship on approval... invoice cancelled if you're not satisfied. Now, science puts liquid plastic to work producing a degree of efficiency unsurpassed in the history of cold padding operations! Ready to brush on, PLIATAB saves time, cuts waste, dries in a jiffy on all papers or cardboards. It forms a very tough, pliable film that

bends but won't crack, crystallize, or relax its grip. Pads hold firmly, each sheet releasing with a clean, smooth edge. Non-tacky, temperature changes don't affect it. Dilutes with water... not costly solvents. **PRICES:** Quart \$2.00 ea. . . Gallon \$6.00 ea. . . 5 Gallon Cans \$4.75 per gallon . . . red or white color. F.O.B. Chicago or New York. Also in 10, 30 and 55 gal. drums at lower prices.



# Paisley

## NO OFFSET SPRAY

PAISLEY SPRAY reaches a new high degree of efficiency for spraying all kinds of printing. It's an exclusive development of our scientific staff... a product that offers all the ad-

vantages of spraying with none of its undesirable aspects. Paisley Spray is a clean solution. It contains no wax, no gritty abrasives, or chemicals harmful to delicate inks. Will not clog spray guns, flows freely in any weather. Positively prevents offset and leaves a silky-smooth surface. Trial shipment sent on approval! **PRICES:** 5 gal. cans, \$1.20 per gal. . . 10 gal. cans, \$1.00 per gal. . . 30 gal. Drums \$.80 per gal. . . 55 gal. Drums \$.75 per gal. F.O.B. Chicago or New York.

NON-INJURIOUS TO HEALTH



## MAKE-READY PASTE FOR PRESSROOM—OFFICE—BINDERY

The ideal adhesive for pressmen. Gives excellent adhesion to all papers, woods, metals, fabrics, glass and other materials. A soft, yet firm jelly paste unaffected by heat of the hand. Kind to skin, clothing and paper. Flexible when dry, it will not form lumps to batter the type... won't crystallize or burn. A better adhesive for

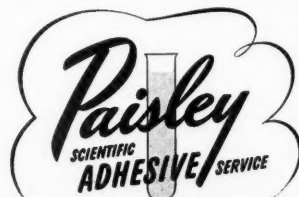
makeready pasting operations, overlays, mounting clippings, layouts, diagrams, blueprints, labels, and all pressroom, bindery, editorial and general pasting operations. **PRICES:** Pints \$.50 each . . Quarts \$.85 each . . Gallons \$2.25 each. F.O.B. Chicago or New York.

ORDER FROM YOUR JOBBER OR MAIL COUPON TODAY!

Gentlemen: Please mail to me at once the Paisley literature indicated below. We are interested in securing better results in these adhesive operations.

- ☐ FOLDER ABOUT PLIATAB COLD PADDING GLUE ☐ GENERAL ADHESIVE BULLETIN  
☐ FOLDER ABOUT PAISLEY SPRAY ☐ ADHESIVE OPERATION DATA SHEET

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
JOBBER'S NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

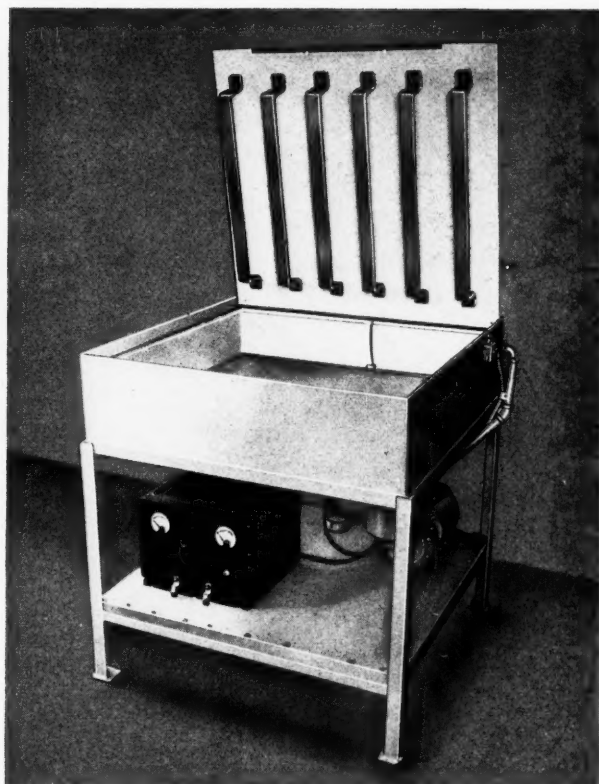


## PAISLEY PRODUCTS INCORPORATED

Manufacturers of Glues, Pastes, Resin Adhesives, Cements, and Related Chemical Products

1770. CANALPORT AVE., CHICAGO 16, ILL. ★ 630 W. 51st STREET, NEW YORK 19, N. Y.

**NOW-Intaglio  
plates DIRECTLY  
from NEGATIVES**



**The Electron Lithoplate apparatus** represents the most modern advance in lithographic platemaking progress... **NOW** make *all* your plates intaglio this modern way... Place your *regular* albumen plate in the **ELECTRON LITHOPLATE APPARATUS** . . . press a button . . . in two short minutes of effortless operation, you have an actual intaglio plate.

*Consider these advantages*

1. **Eliminate** the costly positive
2. **Discard** the maze of special preparations
3. **Reduce** the time consuming operations
4. **Improve** the quality of your work . . . the life of your plates

Write today for literature that fully describes this revolutionary platemaking apparatus.  
Metropolitan lithographers are invited to come in for an actual demonstration.



## **Electron Lithoplate Corporation**

SOLE DISTRIBUTORS

**J. H. & G. B. SIEBOLD, INC.**

PRINTING INKS LITHOGRAPHIC

47 WATTS STREET NEW YORK, 13, N. Y.

WALKER 5-5565

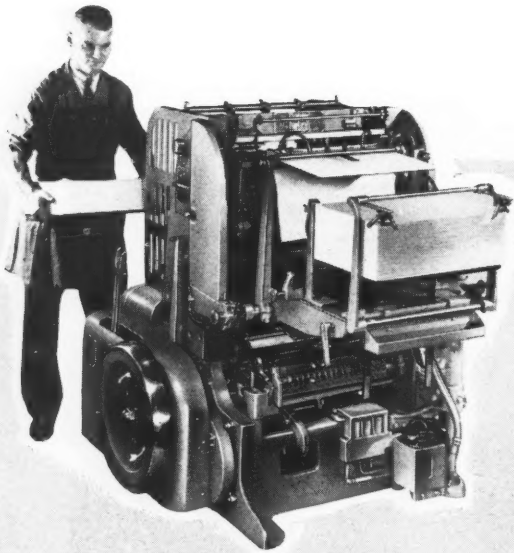
Please Mention THE INLAND PRINTER When Writing to Advertisers

# Miehle

Conditions in the printing industry today demand new highs in printing press efficiency to enable printers to produce quality printing at a reasonable margin of profit. As in the past, the latest Miehle Presses meet—and exceed—this challenge.

We are proud to present here, in quick review,

## letterpresses



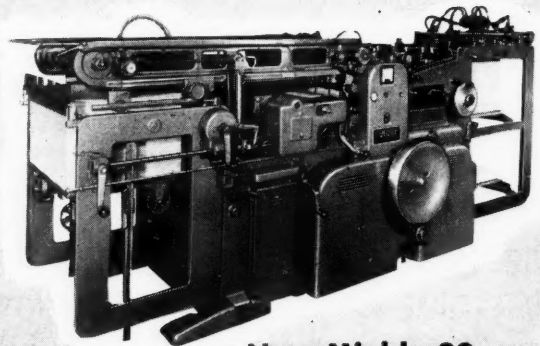
### Improved V-50 Vertical...

Latest model of the famous Miehle Vertical, the Improved V 50 brings you refinements that make even lower production costs, faster runs and changeovers possible on the press that has been called "the fundamental necessity in every pressroom." Speeds from 3,000 to 5,000 impressions per hour . . . Sheet sizes from 3 1/4" x 5 1/2" to 14" x 20". Any paper handled, from thin manifold to light cardboard, with minimum adjustment. Improvements include even greater accessibility, refinements in inking and register, automatic lubrication, and added safety devices. A new booklet on the V-50 Vertical is available on request.

### Larger Letterpress Equipment

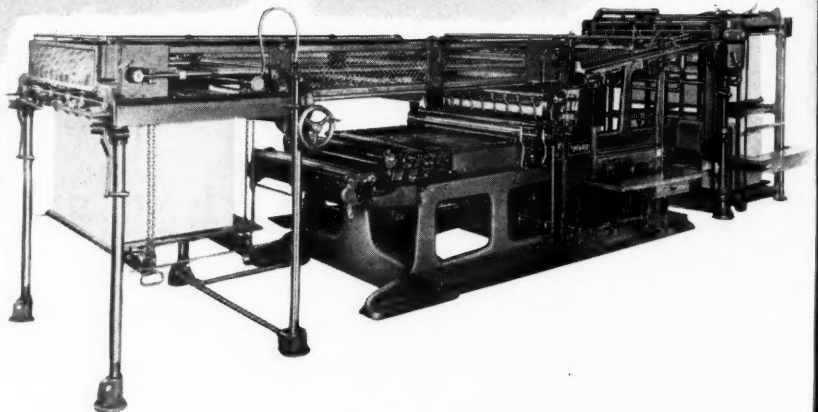
The "big" Miehle flatbed presses are back! . . . Refinements of design throughout assure printers of more sheets of fine printing every day, on Miehle Automatics with the same quality construction that has been traditional for more than half a century. All these presses are equipped with the new, simplified Dexter Feeder and most models have chain delivery.

Press No.	Largest Sheet	Rated Speed
<b>Single-Color</b>		
41	28 x 40 1/2	3,000
46	32 x 45 1/2	2,800
56	41 1/2 x 56	2,250
5 0 Special	45 1/2 x 67 1/2	1,750
7 0	49 1/2 x 73 1/2	1,600
<b>Two-Color</b>		
41 TC	27 x 40 1/2	2,800
46 TC	32 x 45 1/2	2,500
0 TC	38 x 55 1/2	1,700
6 0 TC	46 1/4 x 69 1/2	1,500
<b>Perfection</b>		
5 0	45 x 68 1/2	1,600



### New Miehle 29...

A new 22" x 28" Miehle that is already making production records in leading printing plants. Designed for quality printing at conservatively-rated speeds from 2,500 to 4,500 impressions per hour, with a new Dexter-Feeder that shifts from sheet-by-sheet to stream feeding at the touch of a single lever; plus positive-register sheet transfer mechanism and chain delivery . . . Replaces the widely-known Miehle Horizontal, and provides printers with an ideal companion press for the Miehle Vertical. Ask for the completely illustrated booklet: "The Miehle 29 Letterpress."

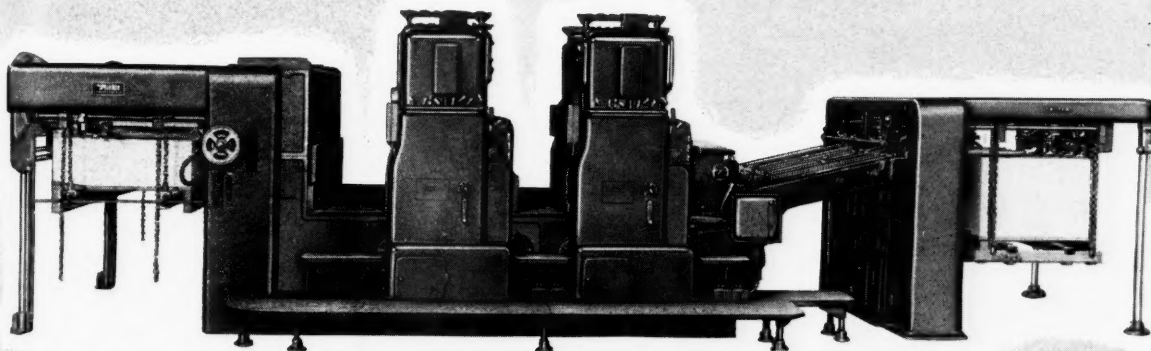


...newest products of Miehle orig

# presses

some of the outstanding new and improved Miehle Presses. We will be glad to provide any additional information you would like to have on any of these Miehles, and your Miehle Representative is ready and willing to discuss facts and figures on your particular press requirements.

## offset presses



### Miehle 61 and 76...

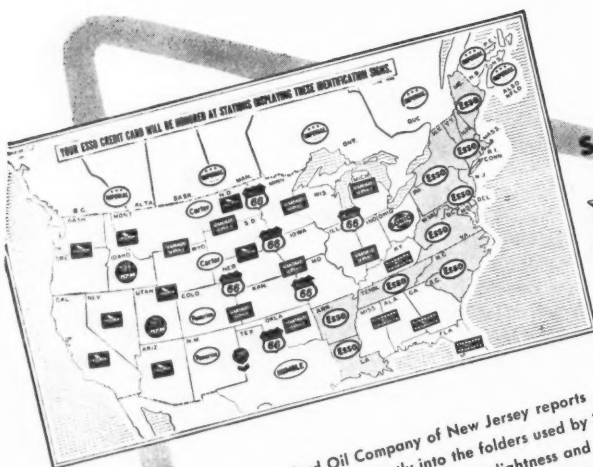
Two new Miehle Offset Presses are setting new standards for high-speed, low-cost offset production . . . Both the 61 (42" x 58" maximum sheet) and the 76 (52" x 76" maximum sheet) are built on the Miehle Unit Construction principle so that either single or multi-color presses are available with the same compact basic press design . . . And additional color units may be added

at any time after the press is installed. Speed at register is 6500 on the 61; 6000 on the 76 . . . New methods of feeding, registering, and delivering the sheet, plus simplified, efficient design throughout, make for top quality at higher speeds, faster changeovers between jobs and fewer stops during runs. Write for illustrated booklet: "The New High Production Miehle Offset Presses."

### MIEHLE PRINTING PRESS & MFG. CO.

2011 Hastings Street (14th and Damen)  
Chicago 8, Illinois

*original engineering research!*



# STANDARD OIL OF NEW JERSEY USED **ECUSTA** *Flax-opake* FOR THIS EFFECTIVE ANNOUNCEMENT

Standard Oil Company of New Jersey reports . . . "Our problem was to get a press-worthy paper light enough to fold neatly into the folders used by 350,000 credit card holders. Ecusta Flax-opake 30 lb. met our requirements because of its lightness and fine printing qualities. The job was run 4-colors. The fifth color, black, was achieved by perfect register in printing blue on red. Printed 4-color offset, 6-up on a Harris press, the job was run off at 2350 impressions an hour."

Use available Ecusta Flax-opake for announcements, folders, booklets, rate and data books, de luxe editions, catalogs, Bibles, encyclopedias, annual reports and any job requiring an exceptionally white, opaque, press-worthy printing paper. Ecusta Flax-opake Bible and Printing Papers are stocked and sold by leading paper merchants from coast-to-coast in U. S. and Canada. Call your merchants for samples today, or write direct to



**ECUSTA PAPER CORPORATION** PISGAH FOREST  
NORTH CAROLINA

Fine Flax Writing • Fine Flax Air Mail • Flax-opake Bible and Printing Papers • Boxed Typewriter Paper • Make-ready Tissue • Stationery Cabinets • Silver Wrapping Tissue (Non-Tarnish) • Lightweight Paper Specialties



*Catering  
To Your  
Unusual  
ENVELOPE  
NEEDS*

We invite your difficult envelope problems. No job too small—send us your next inquiry. Samples will be submitted for your inspection.

## ..... everything from **SOUP** to **NUTS!**

**A COMPLETE SOURCE OF ENVELOPE SUPPLY**

### *The Justrite Line* **ENVELOPES**

Offering The Printer a complete source of supply for every Envelope need—a factory where the Unusual becomes the Usual—years of solving Envelope problems.

These are the things which enable us to offer you a wide variety of Envelope Specialties, for both over-the-counter sales and for customer needs. The "Justrite Line" has been "Custom Built" around the specialized envelope and container needs of Printing customers—that's why your difficult jobs are welcomed.

Look over the following list of Specialties, developed for the Printing field. These are only a few of the items that we either stock or can run on order:

- **WATERPROOF ENVELOPES**—for Packing Lists, Shipping Papers—protect from moisture, acids and grease.
- **BANKERS FLAP ENVELOPES**—A complete line of Bank Envelopes for mailing, filing, handling currency and coupons.
- **CURRENCY GIFT ENVELOPES**—Engraved money holders for Card Counter sale and for Bank Holiday use.
- **WAR BOND JACKETS**—Seven distinct styles for general and industrial uses.
- **SAF-KEEP ENVELOPES**—Claim Check envelopes with numbered tabs widely used by Hotels and Public Gathering places.
- **FILING ENVELOPES**—available Open End, Open Side, Flat and Expanding.
- **TAMPERPROOF or Safety Express ENVELOPES**—for sending Registered Mail and currency.
- **ZEPHYR WEIGHT AIRMAIL ENVELOPES**—a modern design, light weight, rag content envelope.
- **LIBRARY BOOK POCKETS**—Six styles for every library need.
- **TRANSPARENT POLICY JACKETS**—also other styles of regular and window style jackets available.
- **PAYROLL ENVELOPES**—an Industrial need used by all factories.
- **REPORT CARD POCKETS — PASS BOOK COVERS — BARONIAL ENVELOPES.**
- **CLASP ENVELOPES — CATALOG ENVELOPES — COIN ENVELOPES.**

Available either printed to your copy or plain. Write for prices and samples today and send in that unusual or difficult envelope problem for prompt consideration.

**NORTHERN STATES ENVELOPE COMPANY** • St. Paul 1, Minnesota  
• Chicago 4, Illinois



3

# Vital Reasons

WHY THEY CONSISTENTLY PRODUCE

## BETTER PRINTING

- ① expertly manufactured
- ② factory pre-conditioned
- ③ scientifically cured

ALL SYNTHETIC  
RUBBER ROLLERS  
COMPOSITION ROLLERS  
LITHOGRAPH ROLLERS  
MAKEREADY PASTE  
PADDING GLUE

You can't beat AMERICAN SYNTHETIC RUBBER ROLLERS for newspaper, magazine, rotary and offset presswork. And AMERICAN COMPOSITION ROLLERS have no peer for general all-around printing production. Expert manufacturing methods are the answer. Our Scientific Curing Room for all AMERICAN rollers . . . and our modern Conditioning Room for High Speed rollers . . . are the last word in positive quality control. Here long life is imbedded in each roller . . . extra durability is predestined . . . and better press performance is certified. There's no guesswork . . . it's all scientific, automatic, positive. That's why these rollers excel . . . it's why they're so widely favored . . . and it's why you, too, will like them better. Order a set and see for yourself.

### AMERICAN ROLLER COMPANY

1342 N. Halsted St., CHICAGO 22, I.L.L.  
225 N. New Jersey St., Indianapolis 4, Ind.

# American COMPOSITION LITHOGRAPH SYNTHETIC RUBBER Rollers

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## SEASON'S GREETINGS

to the

Printing and Lithographing Industry



TRIANGLE is grateful for the confidence you have shown in its products for the past quarter of a century, and will continue to devote its best efforts to meeting your needs for quality inks.

*Quality Insures Production*



Ink & Color Co., Inc.

305 EAST 45TH STREET  
NEW YORK 17, N. Y.

## THE NEW *Cascade* EMBOSSOGRAPHER



MODEL "O"

### FOR PROFITABLE *Raised Printing*

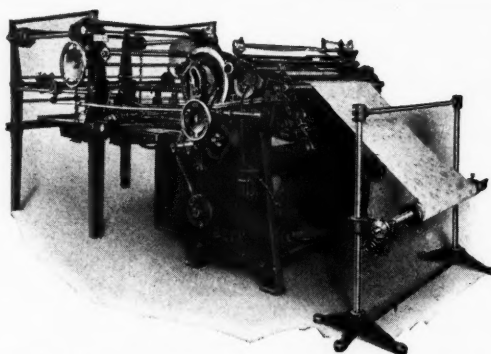
Here's the latest, completely automatic and high-speed Embossographer. Roll it up to your press and you're ready to run off those profitable Raised Letter jobs. **GOOD DELIVERIES—GET THE DETAILS NOW!**

Embossograph Powder Compounds and Inks are always available and used by leading Thermographers everywhere. Permanent Neutrals and Metallics. Ask for descriptive Price List.

### EMBOSSOGRAPH PROCESS CO., INC.

251 WILLIAM STREET

NEW YORK 7, N. Y.



### ONLY LONG YEARS OF CAREFUL STUDY

of all manner of Sheeting problems, could result in the final achievement of a machine which offers printers the highest type of accurate sheeting work coupled with costs designed to produce profits in these hectic times.

### ELECTRONIC EYE

units afford the ultimate in "spot sheeting" and all kinds of cut-to-register work. Send for prices on the

### BECK AUTOMATIC ROLL SHEET CUTTER

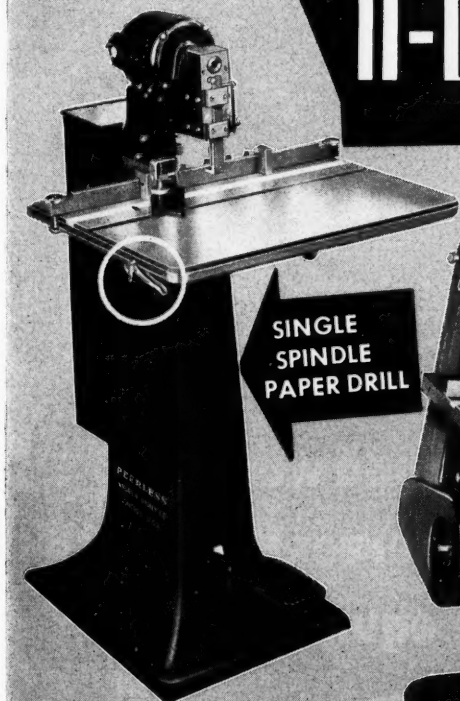
**Charles Beck Machine Company**

412 N. 13TH ST.

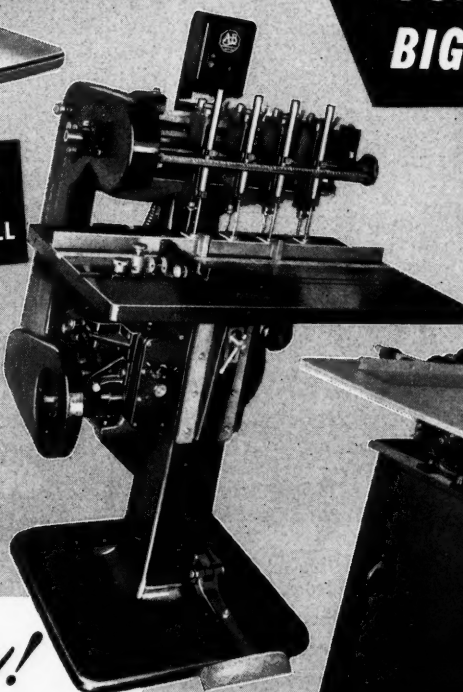
PHILADELPHIA 8, PENNA.

# N-D PROFIT-MAKERS

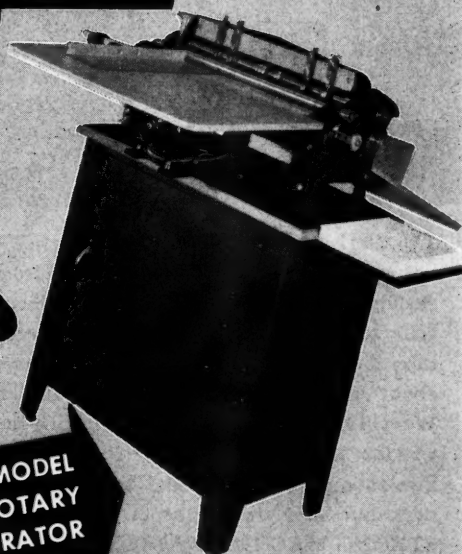
**FOR THE  
BIG DAYS AHEAD**



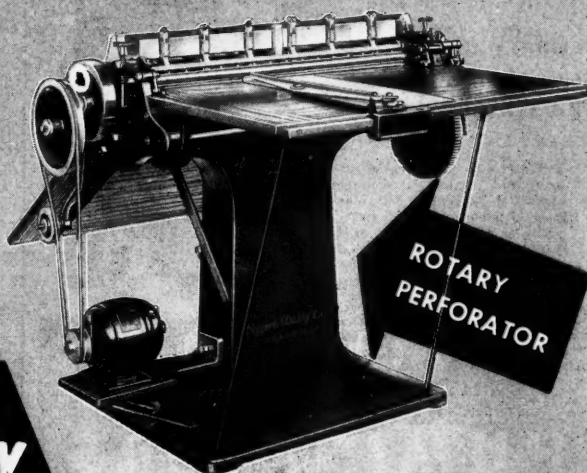
**SINGLE  
SPINDLE  
PAPER DRILL**



**MULTIPLE  
SPINDLE  
PAPER DRILL**



**BENCH MODEL  
ROTARY  
PERFORATOR**



**ROTARY  
PERFORATOR**

## GET DETAILS *now!*

Write us today for interesting facts and figures describing the operation and production abilities of these famous N-D PROFIT-MAKERS . . . distinguished for exceptional performance in pre-war days, and now ready again to pace up your plant to new daily highs in work done and money made. Get details . . . judge for yourself what these great units can do for you. Write us now.

**N-D SINGLE SPINDLE DRILL.** Nothing else like it. No rehandling of paper once it's placed against the gauges. One-finger automatic shift moves table for each successive hole. Positive accuracy. No errors. No waste. Just speed, economy, efficiency.

**N-D MULTIPLE SPINDLE DRILL.** Outstanding among multiple drills. Easy to set up. Quick to get into action. No tools required for set-up or lock-up. Speedy, accurate performance. Automatic table lift at touch of treadle . . . instant return to starting position. Fluted cutters end waste problem. A great worker.

**N-D BENCH MODEL ROTARY PERFORATOR.** Does everything our big perforator does, within capacity. Uses same cutter heads and die heads. Handles full 19-inch sheet. Mounts on bench or comes with handsome crackle finish cabinet, with one shelf, and leg levelers. Is equipped with two perforating heads.

**N-D ROTARY SLOT PERFORATOR.** An all-around performer. Does Snap-out and Cut Out Slot Hole Perforating . . . and Scoring, Crimping, Slitting. Unequalled for precise strike-in work. Positive in accuracy. Produces flat work . . . so perforating can be done before printing.

**NYGREN-DAHLY  
COMPANY**

1422-32 ALTGELD ST.  
CHICAGO 14, ILL.

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

**NOW! An easy way  
to end DRY AIR  
COMPLAINTS**



**I**F YOU have complaints during the winter heating season about drying out of stock . . . curling and buckling of paper . . . difficulty in color register . . . trouble with static electricity, then it would be a good idea for you to know about Armstrong Industrial Type Humidifiers. We will be glad to send you interesting descriptive literature telling what these units will do . . . how to apply them . . . and how to figure your own humidity requirements. Write — **ARMSTRONG MACHINE WORKS, 901 Maple St., Three Rivers, Michigan, U.S.A.**

**WIDELY USED.  
IN PRINTING  
PLANTS**

• Armstrong offers moderately priced industrial humidifiers complete with humidistat, solenoid control valve, fan, steam strainer, drainage trap, and capacity to handle as much as 40,000 cu. ft. of space. Larger sizes are even more economical. All units are built for heavy duty industrial service and are sold on a "money-back" guarantee.



**ARMSTRONG**  
INDUSTRIAL TYPE  
**HUMIDIFIERS**

*Made by the Makers of Armstrong Steam Traps*



**A good workman  
deserves HAMILTON  
equipment!**

**T**HE better the printer, the more important his production . . . and the more valuable his time! That's a most important reason for giving him the time-saving advantages of Hamilton Equipment.

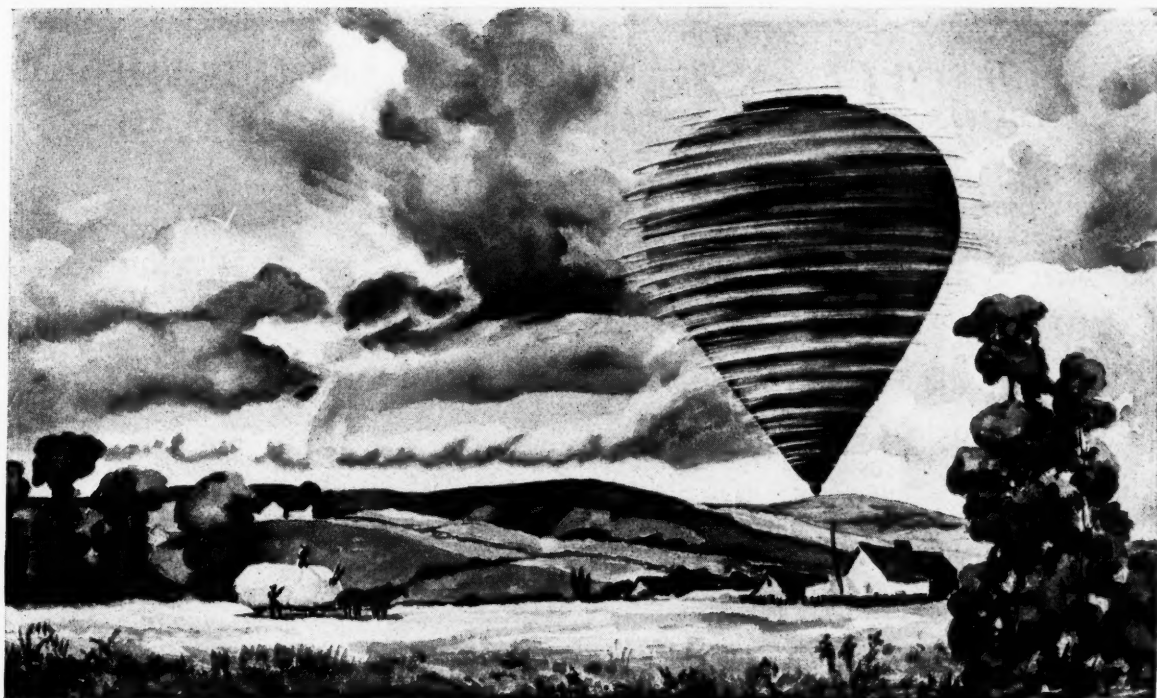
With Hamilton Equipment he works easier, more conveniently, with fewer interruptions. He doesn't have to stop work frequently to hunt for needed materials, because Hamilton Equipment makes it possible for every compositor and lock-up man always to have an ample supply of material at his finger-tips or in easy reach.

Hamilton Equipment saves in other important ways . . . saves floor space, for example, through providing maximum working and storage capacity in minimum floor area. Also permits more men to work in smaller space without getting in each other's way.

Are you thinking about re-arranging your composing room for better production? Get a free copy of the booklet, "Clean House for Profits," containing layout sheet and miniature illustrations to scale of composing room equipment, together with helpful suggestions. Write us, or phone your Hamilton dealer.

**HAMILTON**  
MANUFACTURING COMPANY

TWO RIVERS, WISCONSIN



# Faster and Faster!

To print periodicals at the rate of 1000 or more feet per minute, new fast-setting inks were developed.

But someone looked up and asked: "If these inks dry in seconds on paper, they'll dry in seconds on other materials. What will you use to distribute them?"

The answer is IDEAL SYNTHOX rollers, developed especially to properly distribute and speed the drying of heat-set and moisture-set inks on letterpress. For litho presses use the well-known LITHOCRAFT rollers.

## **IDEAL Synthox and Lithocraft rollers have**

1. The highest stability rating (the ability to resist drying).
2. Tough surface to resist rule cuts (minimum of regrinds necessary).
3. Proved record of performance.
4. Easy to clean.
5. Improved end construction.
6. Accuracy within thousandths when necessary.

**If you want trouble-free SPEEDY production with the latest developments in fast-drying inks, use Ideal Synthox or Lithocraft rollers**

**IDEAL ROLLER & MANUFACTURING CO.**

Chicago 8, Illinois

Branches in the principal cities

Long Island City 1, N.Y.

When Writing These Advertisers, Please Mention THE INLAND PRINTER

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# Why Worry?

RULE FORMS ARE NO PROBLEM WHEN  
COMPOSED THE MONO-TABULAR WAY.

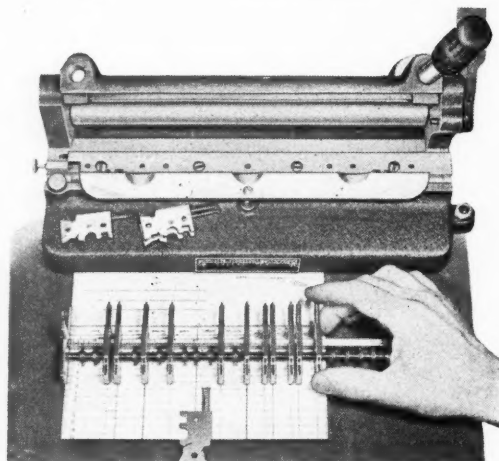
COMPOSITION TIME  
SAVED

METAL CONSERVED

MAKE-READY  
REDUCED

ADDS UP TO  
Less Cost  
More Profits  
Quality Production  
Contented Employees  
and Satisfied  
Customers

ASK THE PRINTER  
WHO OWNS ONE  
OR WRITE  
FOR PARTICULARS



WORLD'S  
SOLE MANUFACTURERS  
OF RULE FORM  
BROACHING MACHINES  
AND  
VERTICAL RULE  
SUPPLIES



"Your Complete Satisfaction Guaranteed"

## UNIVERSAL MONO-TABULATOR CORP.

(Sole Manufacturers HONIG Multiple Broach)

DALLAS 1, TEXAS

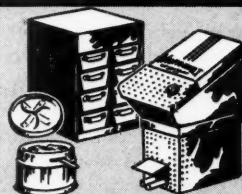
### MONOMELT SYSTEM of METAL CONTROL

The Monomelt system of metal control eliminates furnace melting, pigging and extra handling. Metal moves directly from kill-out to casting machine, drossage is cut to a minimum, machine down time is reduced and quality of type is improved.

**MONOMELT UNIT** (electric or gas) for single melting type metal on any type casting machine. Eliminates furnace melting, pigging and extra handling.

**METAL STORAGE** cabinets. Kill forms into drawers and store in cabinets by machines.

**DROSS SIFTER** fits on top of standard dross drum.

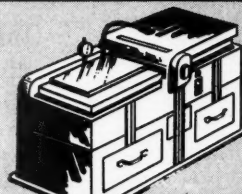


### MONOMELT ROTARY PLATE SHAVERS

Rotary plate shavers for precision planing cuts, made-up forms, etc. Plane-O-Plate rotary shavers in use up to 7 years have proved it the best shaver at its price. **THE MASTER ROTARY SHAVER** is larger, sturdier, completely new design built to stand years of heavy use.

**PLANE-O-PLATE** shaves electros, stereotypes, forms to any thickness. Handles full newspaper page size. Eliminates high and low cuts, reduces makeready.

**MASTER ROTARY SHAVER.** A newly designed machine embodying many features never before used on this type of equipment. Watch this journal for full details.



### MONOMELT PLASTIC MOLDING EQUIPMENT

Use of graphite, wax and lead is eliminated by making electrotypes in thermoplastic material. Plastic molds are easier to make, reproduce originals better. Molds are not damaged when shell is removed and may be used for duplicates or filed for future use. Investigate the many advantages of this new process.

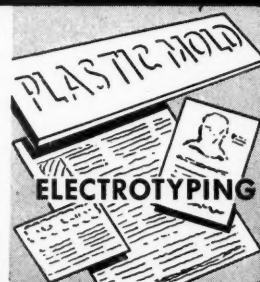
**MOLDING PRESS** for thermoplastic electrotypes. Hydraulically operated, multiple stage, fully automatic electric push button control, develops up to 1,000 lbs. per square inch pressure.

**CLEANING AND SENSITIZING** unit for preparing molds for silver spray.

**SPRAY BOOTH - STRIPPER UNIT**

**PREHEATING TABLE AND OVEN**

**SUPPLIES:** Thermoplastic molding material, silver spray solution, miscellaneous items.



# THE MONOMELT COMPANY, INC.

1612 POLK STREET NORTHEAST MINNEAPOLIS 13, MINNESOTA

Prominent Users of Strathmore Letterhead Papers: No. 68 of a Series



Does YOUR letterhead set the Pace . . .  
**FOR THINGS TO COME?**

Southern Pacific sets the pace in luxury sleeping-car travel with THE LARK . . . first train in America with a spacious three-car lounge and dining unit; first in the West with private room accommodations only. With overnight trips between San Francisco-Oakland and Los Angeles, THE LARK brings the latest in rail transportation to the West at regular Pullman fares.

Completing the appointments of THE LARK is its own Strathmore paper letterhead, especially designed for passenger use. Your letterhead, too, is an important detail which interprets the pace of your company. To make sure, choose a Strathmore letterhead paper. The Strathmore watermark is your assurance of quality.

*Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Bond.*

**STRATHMORE** **MAKERS**  
**OF FINE**  
**PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

Please Mention THE INLAND PRINTER When Writing to Advertisers

## *Strathmore* **ADVERTISEMENTS**

in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

★ ★ ★

*This series appears in:*

**TIME**

**NEWSWEEK**

**UNITED STATES NEWS**

**BUSINESS WEEK**

**ADVERTISING & SELLING**

**TIDE**

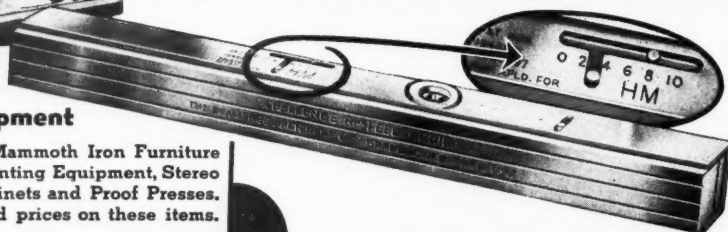
**PRINTERS' INK**

**SALES MANAGEMENT**



*so handy!* THAT'S WHAT THEY SAY ABOUT  
**CHALLENGE** *Hi-Speed*  
**QUOINS**

● No hunting for parts—they are self-contained units—ready for instant use. No reglets required because of direct expansion—no chance for workups. Accurate register no matter how often form is locked and unlocked. Two Challenge Hi-Speed Quoins do the work of 5 to 8 ordinary quoins—saving up to two-thirds of the ordinary lock-up time. Built for lasting service—rust-proof plated—working parts special quality tool steel. Made in six handy lengths 4½ to 12 inches.



**Other Challenge  
 Composing Room Equipment**

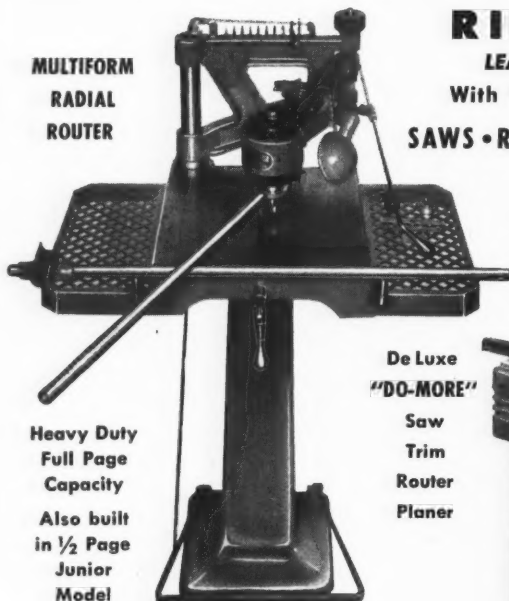
Labor-Saving Iron Furniture—Mammoth Iron Furniture—Imposing Surfaces—Plate Mounting Equipment, Stereo Bases, Steel Galleys, Galley Cabinets and Proof Presses. Write for further information and prices on these items.

**THE CHALLENGE MACHINERY COMPANY**

Main Office and Factory: **GRAND HAVEN, MICHIGAN**

578

**MULTIFORM  
 RADIAL  
 ROUTER**



Heavy Duty  
 Full Page  
 Capacity  
 Also built  
 in ½ Page  
 Junior  
 Model

**RICHARDS**  
 LEADS THE PARADE

With Original Creations

**SAWS • ROUTERS • MORTISERS**

*With  
 Exclusive  
 Patented  
 Features*

De Luxe  
 "DO-MORE"  
 Saw  
 Trim  
 Router  
 Planer



Printers' "Electromatic"  
 Super Saw Trimmer  
 Jig Mortiser  
 Router • Planer

Write for descriptive literature on all machines

**J. A. RICHARDS COMPANY**

KALAMAZOO 13F, MICHIGAN

# CHANDLER & PRICE CRAFTSMAN AUTOMATIC

10" x 15" and 12" x 18"

## *These Exclusive Features Mean More Profit for You*

Better presswork, in greater volume, at more profit for you, has always been the first consideration with C&P design engineers. As a result, only the C&P Automatic Craftsman can give you such advantages as these:

**One-piece cast frame**, plus one-piece platen and rocker, gives greater impression strength and permanent alignment of bed and platen.

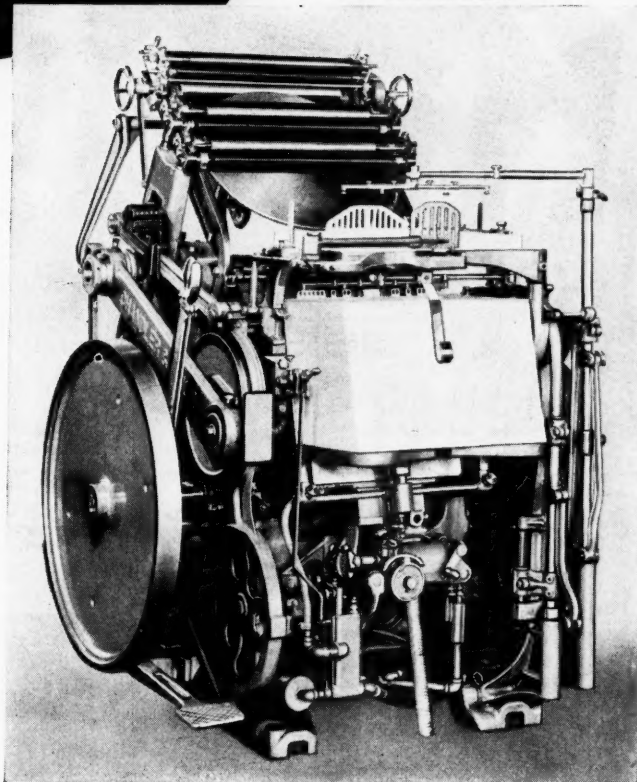
**Handwheel Impression Control** makes it simple and easy to obtain uniform impression of desired amount over entire form area, cuts down makeready cost  $\frac{1}{3}$  or more on every job.

**Micromatic Inking System** (on 12 x 18) provides cylinder-type distribution, quickly set for proper inking, exactly where needed, from a single line of type to heavy solids.

**14½ Inch Feeding Pile** eliminates frequent shut-downs to reload feeder; gives steadier production on long runs. *On-top Delivery* permits continuous inspection of job, saves shutting down press to remove printed sheets. *Feeding Controls* at front

of press; feeder handles envelope, small cards, any stock from tissue to 12-ply board.

These, and other exclusive features equally important, prove the ability of the C&P Craftsman to provide *more profit* for you . . . . explain why it is to your own advantage to consider *all* C&P advantages before you buy.

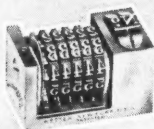


## THE CHANDLER & PRICE COMPANY

Cleveland, Ohio

MANUFACTURERS OF PRINTING EQUIPMENT FOR 60 YEARS

# Today Free Time



**Weller** *Numbering Machine Company*



*Eliminate the Gamble*  
**OF INK OFFSET**

*Paasche's* **"NO-OFFSET"  
PROCESS**

You run no chance of the unforeseen need of smudge-sheeting with Paasche "No-Offset" Process Equipment.

Entirely eliminated is the old problem of ink offset. Full press speeds are maintained and delays formerly caused by ink manipulations are done away with. Delivery schedules are met.

The estimators dilemma—to figure slip-sheeting or not to figure it—is gone. With the unbeatable combination of Paasche "No-Offset" Equipment and Solution, shop costs are cut, press time reduced and printing quality improved.

Paasche Solutions may be used to prevent ink offset on any kind of printing, including metal foil and cellophane, food wrappers and containers—and to meet various climatic conditions.

*Paasche's Airbrush Co.*

1905 DIVERSEY PARKWAY . . . CHICAGO 14, ILLINOIS  
Paasche Airbrush (Canada) Ltd., 300 Main Street . . . Toronto 13

BRANCH OFFICES IN ALL PRINCIPAL CITIES • 42 YEARS AIRDEVICES PIONEERING

## PAPERS BY FOX RIVER

Anniversary Bond, Ledger and Onion Skin - 100% Cotton Fibre  
 Old Badger Bond and Ledger - - 75% Cotton Fibre Content  
 English Bond and Ledger - - - 50% Cotton Fibre Content  
 Dictation Bond, Ledger and Onion Skin,  
 Dictation Tru-Opaque Bond - - 25% Cotton Fibre Content



## How Fox River Papers increase letterhead profits

Bring quality out in the open — as we have in these specific watermarks — and few buyers of letterhead paper will want anything but the finest! Grading-up your customer's letterhead paper increases your profits, builds sound repeat business.

Over 500,000 letterhead users are being told about these fine cotton fibre papers every month through our consumer advertising. They're being advertised in the following publications — Advertising and Selling . . . Burrough's Clearing House . . . Business Week . . . Dun's Review . . . Direct Advertising . . . Printers' Ink . . . Purchasing . . . Sales Management . . . United States News.

**FOX RIVER PAPER CORPORATION**  
 409-L SOUTH APPLETON STREET • APPLETON, WISCONSIN

When Writing These Advertisers, Please Mention THE INLAND PRINTER

*Faithfully  
Yours*



FLAT

## McLaurin-Jones

GUARANTEED FLAT GUMMED PAPERS

In silverware it's "Sterling" . . . in flat gummed papers it's "McLaurin-Jones." Both are outstanding products that have faithfully withstood the most difficult tests of time and usage! Ask your paper merchant for samples.

**McLAURIN-JONES CO.**  
BROOKFIELD, MASS.

Offices: New York • Chicago • Los Angeles

## Dispose of Your Surplus Equipment Now

More new equipment is becoming available each day. The market for used printing machinery is now at its peak. No time in graphic arts history has been better for offering your surplus equipment.

Our commitments as export agents require us to buy all kinds of graphic arts equipment—from complete plants on down. Wire, write or phone your offerings now.

## PRINTERS EXCHANGE

*Producers of the Speedisealer*

705 S. Wells St., Chicago 7

*"Tops for Shops"*

**NOLAN**  
RADIAL  
ROUTER



FOR  
COMPLETE  
INFORMATION  
WRITE  
WIRE OR  
PHONE  
THE

For more efficiency . . . more production, you'll find this modern, high-speed machine saves labor, time and money. An economical investment . . . truly "tops for your shop."

**NOLAN**

**CORPORATION**  
ROME, N. Y.

MANUFACTURERS OF  
QUALITY PRINTING EQUIPMENT

*They all  
add up*

*to*



*Because...*

**WE MAKE OFFSET CHEMICALS ONLY...**

*... and we make them well!*

Yes, Litho Chemical & Supply is the only firm devoting its time exclusively to the production of offset chemicals. That means products of high quality and uniformity — if you buy an ounce or ton — a pint or a barrel, you'll have the same smooth working chemicals.

Every chemical you need for better offset lithography

can be found in the Lith-Kem-Ko line. Plate chemicals, press chemicals, deep etch chemicals and art room chemicals, all from the same source. Behind each one, a lengthy research and development period so that you'll have no trouble when they get into your plant. It will pay you to use Lith-Kem-Ko Chemicals — from the only house that make offset chemicals — only.

**LITHO CHEMICAL  
& SUPPLY CO., Inc.**

63 PARK ROW, NEW YORK 7



Distributed nationally by:  
FUCHS & LANG Division  
Sun Chemical Corporation  
CALIFORNIA INK CO., INC.  
CANADA PRINTING INK Co., Ltd.  
and other important dealers  
from coast to coast

Please Mention THE INLAND PRINTER When Writing to Advertisers

## E pluribus unum

One created from many! An idea, born of natural law, translated by the forefathers of this nation into a living concrete way of life. Freedom of the press. Freedom of ideas. Freedom to accomplish the impossible by hitherto impossible means. Freedom to make the luxuries of the classes the staples of the masses.

Thus was created a nation of states and regions, populated by citizens of every racial strain under the sun whose most valuable asset is participation in the greatest wealth-creating industrial and commercial system ever existing under any government.

This is drama. This is a success story. This is Aladdin's lamp at work. This is the magic carpet. This is the land where dreams come true.

See it dramatized in pictures! See it marching in words! See it in the current edition of "Westvaco Inspirations for Printers No. 162."

All who would know the value of their place in the sun will find many hints reflected in this issue. Advertising the nation that is the United States of America! Advertising the meaning of "E Pluribus Unum" is nothing more nor less than the focal point of all product and service advertising. The greatest piece of copy ever written and printed on paper is the Constitution of the U.S.A. That Constitution is reflected in every business, big and little, from the little grocer to the merchant prince, or from a gas station on Main Street to the entire oil industry. See the work of consolidating, expanding and dramatizing the U.S.A. as it is done through the power of the printing press. See the labor that would have appalled Hercules, done in paper mills. Be inspired by the fact that no matter what your business is, or where it is, or when it started, it is a part of "E Pluribus Unum", expandable by the considered use of good printing on good paper.

Your copy of this issue will be identified by its cover, "Ice House", by Waldo Peirce, here depicted. Write or telephone your nearest Westvaco distributor at any one of the four company addresses here listed. There is a thrill in store for you, a thrill even in making ice one of the warmest tales of advertising success. Ask for the "E Pluribus Unum Issue," No. 162.

### The cover artist

Recent exhibits demonstrate Waldo Peirce's development on the road to the achievement of that vital and personal style which has made him one of the foremost contemporary American painters. One critic has said that Peirce combines the emotional gusto of a Van Gogh and the sensuous realism of a Renoir. His work is represented in the Metropolitan Museum of Art, the Carnegie Institute, the Pennsylvania Academy of Fine Arts, The Whitney Museum, and many other art centres throughout the country.

**West Virginia Pulp and Paper Company**



230 Park Avenue, New York 17  
35 E. Wacker Drive, Chicago 1  
Public Ledger Building, Philadelphia 6  
503 Market Street, San Francisco 5



Ice House, by Waldo Peirce  
From the painting in  
Midtown Galleries, New York

# Westvaco

Inspirations for Printers 162



**tags**

**20 STOCK COLORS IN A DOZEN GRADES AND WEIGHTS**  
**PLAIN TAGS** made single, gangs, continuous strips; brass eyelets, numbers, perforations; slits, scoring, holes and slots.  
**PRINTED TAGS** in one or more colors, one or both sides; numbered, with strings, wires, hooks, bars or deadlock fasteners attached; or separate.  
**ALL SIZES:** standard, special or oversized in manila, sulphite, jute, rope, cloth.  
**DIE-CUT TAGS**, printed in multiple colors, strung, packed in plain boxes.  
**STOCK AND SPECIALTY TAGS:**

SOLD TAGS	SHIPPING TAGS	WATCH REPAIR TAGS
REPAIR TAGS	ALTERATION TAGS	TAG ENVELOPES
BRAGGAGE TAGS	PRODUCTION TAGS	RECEIPT ENVELOPES
MARKING TAGS	STRING PRICE TAGS	FLOREST TAGS
NUMBERED TAGS	SPECIAL SALE TAGS	FLOREST ENVELOPES

**STRINGING CONVERTING**

LET US QUOTE YOU ON  
**STRINGING** your straight-cut or die-cut booklets, pamphlets, folders or cards. Punched and strung, tied in 100's and based.  
**CONVERTING** of your plain or printed stock; patching, eyeletting, corner-cutting, stringing, wiring, etc.

**STANDARD TAG CO.**  
 ESTABLISHED 1921  
 TAG MAKERS AND STRINGERS TO THE TRADE  
 MODERN FACTORY AT:  
 65 DUANE STREET, NEW YORK 7, N. Y.  
 Tel. BRooklyn 4-1444 & LItho 4-6111 Tel. WOId 2-3296  
 COPYRIGHT 1964 STANDARD TAG CO.

## Start Right with BROCK and RANKIN

Starting with the "Why" and "Wherefore" of your bookbinding requirements, Brock and Rankin add skill and wide experience to produce book and catalog bindings that have enduring quality and distinctive character.

## BROCK and RANKIN

*Book and Catalog Binding  
For More Than Fifty Years*

619 SOUTH LA SALLE STREET  
CHICAGO 5, ILLINOIS

The medium of lasting expression—the means of recording history—the disseminator of news—the interpreter of nature's colors — the voice of governments, science and business.

INK—the tool of printing and lithography—to be used to inspire men—to insure a just and lasting peace.

Good INK—the commodity on which our business has been built.

## CRESCENT INK AND COLOR CO.

464 N. FIFTH STREET • PHILADELPHIA

## FOR PADDING AND BINDING FLEXBOND A NEW ADHESIVE

**EASILY APPLIED • SETS FAST  
PERMANENT FLEXIBILITY  
CUT PADS IN 15 MINUTES  
RELEASES SHEETS WITHOUT TEARING  
READY MIXED • NO STIRRING  
NOT AFFECTED BY COLD WEATHER  
BRUSHES CLEAN IN WATER**

**ORDER TODAY...** If your Paper Merchant cannot supply you, send us his name with your request for a FREE SAMPLE.

**JOBBER TERRITORIES OPEN — Write Today**

**The SPECIAL CHEMICALS Co.**  
1545 EAST 18th STREET • CLEVELAND 14, OHIO



## SUCCESSFUL SALESMEN DRESS SMARTLY

Every salesman knows how important good grooming is in creating that favorable first impression. So it is with printed sales promotion—dress it in ink that has snap and sparkle and the message will demand attention. For nearly a century and a quarter Gaetjens, Berger & Wirth has been "tailor making" quality inks for every printing use.

# GAETJENS, BERGER & WIRTH, Inc.

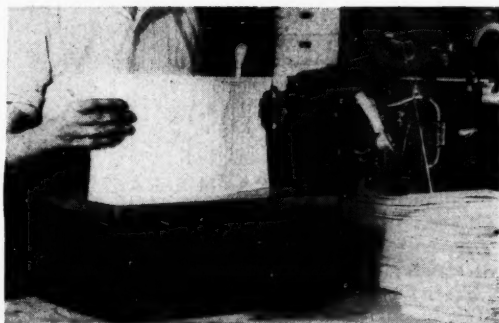
Quality Inks Since 1823

BROOKLYN 1, N. Y.: 35 YORK ST. • CHICAGO 7, ILL.: 215 S. ABINGTON ST.

## SYNTRON

"VIBRATING"

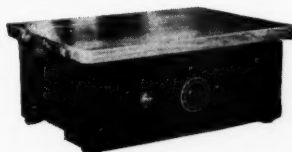
## PAPER JOGGERS



**FOR EASIER, FASTER  
PAPER ALIGNMENT**

—from onionskin to heavy board.

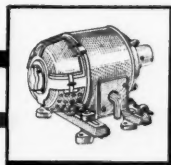
A variety of  
models to meet your  
requirements  
Write for folder  
**SYNTRON CO.**  
575 Lexington,  
Homer City, Pa.



THE  
PRODUCT OF NEARLY A HALF  
CENTURY OF SPECIALIZATION

# KIMBLE

CUSTOM-BUILT MOTORS



**KIMBLE ELECTRIC**

*Division of Miehle Printing Press & Mfg. Co*

2005 WEST HASTINGS STREET  
CHICAGO 8, ILLINOIS

DISTRIBUTED BY: AMERICAN  
TYPE FOUNDERS

**NOW READY FOR DELIVERY!**

# New Improved Universal Gatherer-Jogger

**WITH TILT-TOP TABLE!**

**JOGS MORE ACCURATELY! GATHERS MORE SHEETS!**

Proved by years of efficient operation in gathering and jogging in one quick, simple job. Now Improved to insure more accurate jogging even on long and short sheets. The tilt-top table—plus Universal's exclusive jogging principle—does it!

New model gathers up to twelve sheets at a time—any size from 5x8 to 19x24. Simple attachment allows handling sheets up to 19x28.

Designed by a printer-bookbinder, this is a practical, money-making machine which will pay for itself in a short time. Remember, the Universal Jogger:

- ★ SAVES ONE-THIRD OR MORE IN TIME!
- ★ IS OPERATED BY INEXPERIENCED HELP!

There is no other machine like the patented Universal. Enthusiastic users say it's the "perfect answer" to all jogging-gathering problems.

*Deliveries are prompt. Cost, low. Write requirements today.*



Tilt-top table with extra gathering arms may be installed on your present machine. Easy to install. Low in cost.

## UNIVERSAL JOGGER CO., INC.

322 South Fourth St. Minneapolis 15, Minn.

CANADIAN AGENTS: GEO. M. STEWART, REG'D., 840 WILLIAM ST., MONTREAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Initials

IN THE

# Graphic

Will add the touch of display that attracts the reader. Harmonizes with all types in the classic group

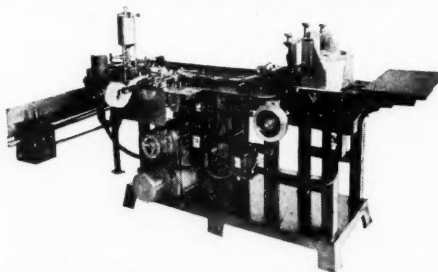
Graphic Light No. 101 and Graphic Bold No. 104 from 12 to 48 point

# Baltimore Type

15-17 S. Frederick Street, Baltimore 2, Md.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Order This LABOR-SAVER Now:*



COLLIER'S,  
NEWSWEEK, ELKS MAGAZINE  
and hundreds of other publications are mailed regularly by

## CHESHIRE MAILING MACHINES

THE AUTOMATIC "DICK" MAILER  
FOR MAGAZINES, NEWSPAPERS  
AND OTHER PUBLICATIONS.

Cheshire Machines have eliminated the bottle-necks in mailing rooms of leading publishers and publication printers for many years. They cut mailing time 'way down. Save the labor of many hands. Really make money for you. New, improved model is better than ever.

Write your requirements to

## CHESHIRE MAILING MACHINES, INC.

1415-25 WEST ALTGELD ST., CHICAGO 14, ILL.

# **Excellolith** OFFSET BLACK 470

## SENSATIONALLY NEW AN OFFSET BLACK — PAR EXCELLENCE



Rigid Press Room tests prove that highlights and middletones print up sharper than ever before.

Makes possible to print large solids on all kinds of stock without piling too much ink on the rollers. Small reverse type keeps open and scum free without constant etching with the acid sponge.

The  $P_H$  of the fountain solution can be kept higher than average and yet the dampeners stay cleaner longer.

Excellolith Black 470 is streamlined to a T.

It's a distinguished achievement in modern ink making.

**BENSING BROTHERS & DEENEY**  
 THE COMBINATION OF A CENTURY OF PRINTING INK EXPERIENCE  
 PHILADELPHIA CHICAGO LOS ANGELES



## NEW PRINTING FOUNDATIONS

*offer a new start for*

**OFFSET LITHOGRAPHERS  
AND PRINTERS**



**HUEBNER LABORATORIES**  
 NEW YORK 17, NEW YORK

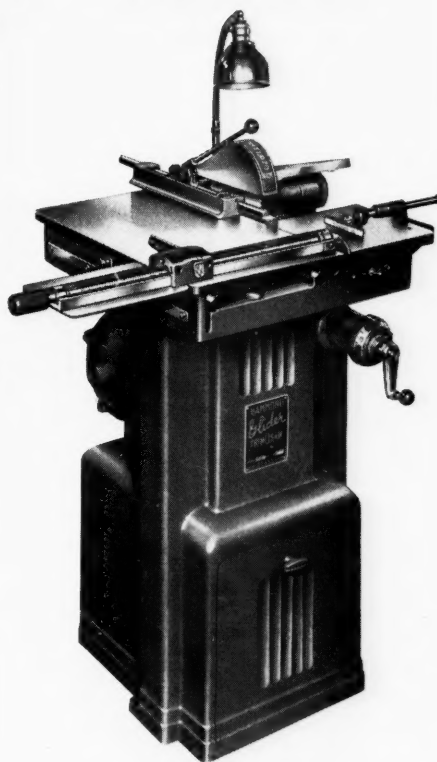
PIONEER OF  
 COMMERCIAL SUCCESSFUL DEVELOPMENTS  
 FOR THE GRAPHIC ARTS SINCE 1906



When Writing These Advertisers, Please Mention THE INLAND PRINTER

# *Hammond* OF KALAMAZOO

## *Glider* **TRIM SAW** MODEL G-4



*"The Saw with the  
Ball Bearing Table"*

*Hammond*  
*Machinery Builders*  
INC.

1616 Douglas Avenue

Kalamazoo 54, Michigan

# HUNT Chemicals

The Quality LINE  
for QUALITY RESULTS!

in your negatives and plates

- Ammonium Dichromate
- Premium Graph-O-Lith Developer
- Hydroquinone
- Rubber Solution
- Negative Collodion
- Stripping Collodion
- Gum Arabic
- Litho Developing Ink
- Edible Hen Egg Albumen
- Paraformaldehyde U.S.P.
- National Photographic Carbons
- Potassium Metabisulphite
- Potassium Ferricyanide

● It takes a specialist to give you the right chemical that'll help to give your negatives and plates sharp detail and rich tonal beauty.

● Since 1909, HUNT has specialized in supplying lithographers, engravers, and photographers with a complete line of quality-controlled chemicals. You can depend upon HUNT Chemicals for beautiful, crisp results, with a savings in time and money. Their purity, uniformity, and dependability is assured by strict laboratory controls.

HUNT Technical Service can help solve your problems. Complete stocks carried at 6 centrally located branches to speed deliveries. Write for folder on complete line.

**PHILIP A. HUNT COMPANY**

ESTABLISHED 1909

BROOKLYN 22, N. Y.

CHICAGO, ILL. CLEVELAND, OHIO CAMBRIDGE, MASS.  
LONG ISLAND CITY, N. Y. LOS ANGELES, CAL.

Now Available

FOR IMMEDIATE DELIVERY

## • RUBBER CEMENT

Made from Natural Rubber

## • PADDING CEMENTS

LATEX BASE—COLD PADDING

## • BOOK-BINDING ADHESIVES

OUR QUIKTAC FLEXIBLE ADHESIVES

HAVE NO EQUAL. EXCELLENT FOR LINING  
UP AND CASING IN. EASILY APPLIED BY  
BRUSH OR MACHINE.

ADHESIVE



CORPORATION

PRODUCTS

1660 BOONE AVE.  
NEW YORK RUBBER DIVISION

BRONX 60, N. Y.  
ESTABLISHED 1895

## How to Handle Labor Grievances

By Dr. John A. Lapp

Grievances between employers and employees are endless in variety. All too often careless treatment of them results in serious labor disputes later.

Dr. Lapp has brought within the covers of one convenient manual a practical treatment of the problem based on actual experience and the review of hundreds of cases. The scope of the manual is indicated by the titles of the five parts into which the manual is divided. An appendix contains twenty-two grievance forms used by leading American corporations.

**PART I**—Background and History of Grievance Procedures

**PART II**—Grievances and How to Deal With Them

**PART III**—Outline of Grievance Procedures

**PART IV**—Grievance Procedures in Selected Industries

**PART V**—Problems of Grievance Procedures

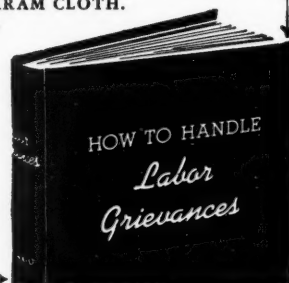
**APPENDIX** 1. Short Forms of Grievance and Arbitration Procedures and 21 additional forms.

BOUND IN RICH BUCKRAM CLOTH.  
294 PAGES, 5½ x 8 INCHES.

ONLY \$4.00

The Inland  
Printer

309 West Jackson  
Chicago 6, Illinois



See

# FALCO OR FINE REBUILT

## Printing Machinery

Serving the Graphic Arts  
For a Quarter Century

## THE FALCO CORPORATION

(Formerly Hood-Falco Corp.)

MAIN OFFICE & WAREHOUSE  
47-01 35th St. Long Island City, N. Y.

WESTERN OFFICE  
343 So. Dearborn St. Chicago 4, Ill.

## FLEXLOC



REGULAR HEIGHT

Pat'd &  
Pats. Pend.



THIN HEIGHT

## SELF-LOCKING NUTS

Can You Be Sure That a Plain Nut Won't Slyly Unwind Itself?

If not, then what you need is the All-metal, One-piece "Flexloc," which is a Self-Locking Nut that won't budge, except when a wrench is used.

"Flexloc" packs maximum usefulness in minimum space because it is rugged, locked, compact—and is therefore, becoming increasingly popular and this applies alike to U.S.S. and S.A.E. thread series. Every thread—including the locking threads—takes its share of the load. Covers a wide range of tolerances—from low No. 1 to high No. 3. Can be used over and over again without losing much of its locking ability.

Being a "stop" nut, it stays locked in any position on a threaded member. "Flexloc" Thin Nuts are especially popular, because their tensile is so high.

Sizes from #6 to 1" in diameter—millions in use.  
Convince yourself with a few free samples.

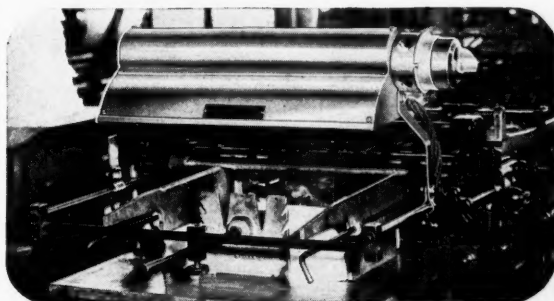
OVER 43 YEARS IN BUSINESS

**STANDARD PRESSED STEEL CO.**

JENKINTOWN, PA. BOX 740

BOSTON • CHICAGO • DETROIT • INDIANAPOLIS • ST. LOUIS • SAN FRANCISCO

## FOR ALL PRINTING PRESSES...



### Doyle Super-Power Infrared Sheet Dryer

(patented)

NOTHING will ever take the place of the skill and experience of a good pressman. The new Doyle Super-Power Sheet Dryer, however, helps any good pressman to turn out fine presswork *faster* and *easier* because it eliminates a lot of his trouble from smudging, sticking and offset.

Doyle Super-Power Infrared Sheet Dryers are now available for *all* types of presses, ruling machines, etc. Write for new bulletin, mentioning type of press and power line voltage.

THE *J.E. Doyle* COMPANY

1224 West Sixth Street  
Cleveland 13, Ohio

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Here is the result of the TAKK Corp. high voltage research (both before and during the war). A NEW and exclusive designed static eliminator that removes completely, instantly, safely, the heaviest charges of static electricity even at highest machine speeds. Installations are simple, effective and so economical that TAKK equipment pays for itself many times over in increased efficiency. Send descriptions of your static problems to TAKK engineers for their recommendation. Write for additional details.



Write

**For Details**

STATIC ELIMINATOR DIVISION  
West Market Street

**NEWARK, OHIO**

*The TAKK Corp.*

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**Service**

It matters not  
where you may be  
For close at hand  
is S and V

**SINCLAIR and VALENTINE**

**SERVICE FROM COAST TO COAST**

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## THE INLAND PRINTER

Volume 119 \* December 1946 \* Number 3

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309 WEST JACKSON BOULEVARD, CHICAGO 6, ILL., U. S. A.

THE INLAND PRINTER furnishes the most reliable and significant information on matters concerning the printing and allied industries. Contributions are solicited but should be concisely stated and presented in typewritten manuscript.

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FOR LITHOGRAPHERS • PRINTERS

PLANTS MOVED REPAIR SERVICE  
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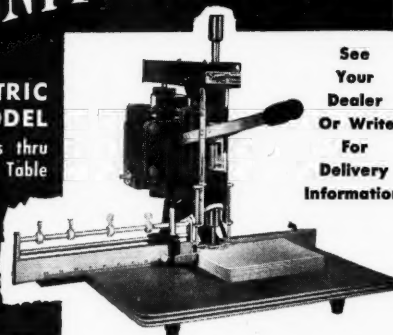
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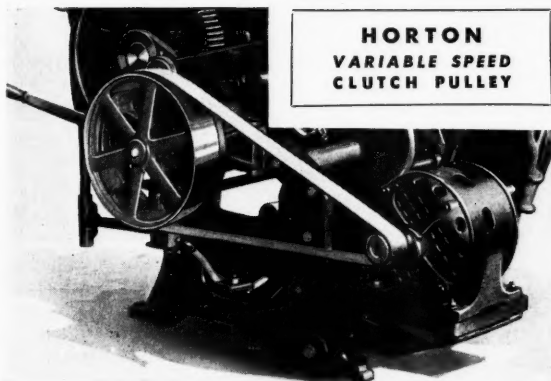
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Clean Sharp holes thru full inch of paper. Table size 12" x 18"

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**HORTON  
VARIABLE SPEED  
CLUTCH PULLEY**

*Modernize with a* **HORTON  
Variable Speed CLUTCH PULLEY**

*For use on Printing Presses such as:*

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... but FACTS - NEVER!**

*See*  
**H. H. H. H.**

for the new Cottrell-Heinrich Aniline-Gravure press.

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for Lithographers, Printers, Newspaper Publishers. Also Presses  
for Folding Box Manufacturers. Tell Us Your Requirements

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Confidence**

For the year 1947 . . . just as in the past . . .  
The Gummed Products Company looks  
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gummed papers better, *for the more efficient  
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TO ALL OUR FRIENDS . . . EVERYWHERE

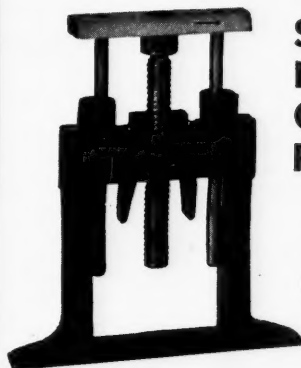
*Season's Greetings*

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"When you think of gummed products think of GUMMED PRODUCTS"



**Save Time,  
Reduce Costs,  
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LOCKS**

These locks solve the problem of obtaining a safe,  
sure lock-up with the least waste of time and effort.  
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A full set would be a real gift to your composing  
room, and would pay you cash dividends for years  
to come. Made in 1 1/2", 2", 3", 4" and 5".

*Morgans & Wilcox*

MANUFACTURING COMPANY

DEPT. I. MIDDLETOWN, N. Y.

PRINTERS SUPPLIES SINCE 1878

# C Classified Buyers' Guide

## BRONZING MACHINES

• **MILWAUKEE BRONZERS**—for all presses. Some rebuilt units. C. B. Henschell Mfg. Co., Milwaukee, Wis.

## CALENDARS AND CALENDAR PADS

• **CALENDAR PADS**—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 109 Worth St., New York, N. Y.

## ENGRAVED STATIONERY

• **WEDDING INVITATIONS** and other engraved stationery of fine quality. Siegrist Engraving Co., 924 Oak St., Kansas City 13, Mo.

## EQUIPMENT WANTED

### PRINTING MACHINERY WANTED

**Edward Van Dillen, Inc.**  
74 BEEKMAN ST., NEW YORK CITY  
BEekman 3-0986

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**EXCHANGE** Worn out C. & P. Presses for same sizes and series but—Rebuilt like new. No time wasted. We ship your rebuilt press in exchange for your worn out press. Put your press in our crate and ship back to us. This applies to 8x12, 10x15, 12x18 new or old series C. & P. Presses. Money back guarantee.  
**DODSON PRINTERS SUPPLY CO., INC.**  
691 West Whitehall, S. W., Atlanta, Ga.

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Well known Swedish Agency firm in the Graphic trade seeks connection with American manufacturers of

**STITCHING MACHINES • OFFSET PRESSES  
AUTOMATIC CYLINDER PRESSES**

for introduction on the Swedish market. Reply to Box D-1015 in care of The Inland Printer 309 W. Jackson Blvd., Chicago 6, Ill.

• **MANCHESTER EXPORTERS** acting as Sole Agents for the Continent of Europe and Middle East for British Printers' Engineers desire to extend their range by additional lines. Best references. Industrial Sales Ltd., 60 King St., Manchester, 2, Lancs. England.

## FOR SALE

**BUY PRINTING MACHINERY  
YOU CAN DEPEND ON**

**Turner PRINTING MACHINERY, INC.**  
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CLEVELAND • CHICAGO • DETROIT

• **MULTILITH MODEL 293** first class condition for sale. Priced very reasonable. Write Superior Decals, Inc., 2803 Forth Worth Avenue, Dallas 11, Texas.

## FOR SALE (Continued)



### Used and Rebuilt Machinery

#### FOR PRINTING BOOKBINDING BOX MAKING

Presses, folding machines, routers, planers, and all other print shop equipment—as well as machinery for the bindery and for the folding carton manufacturer. Our many years of competent service makes many printers think of us first when they have equipment to sell. We have an adequate number of offerings on hand now. They are fully guaranteed—and are moderately priced. Consult us before you buy—or sell.

*Samuel C. Stout  
Company*

343 S. Dearborn St., Chicago 4, Ill.

Harrison 7464

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#### MANY LATE MODELS

Automatic Cylinder Units  
Paper Cutters—lever and power  
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Many other items

#### WANTED—SINGLE UNITS

OR

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Particularly interested in buying  
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MIEHLE AND BABCOCK PRESSES

Write or Telephone Us —

FREMONT 5100

#### NORTHERN MACHINEWORKS

Marshall & Jefferson Streets  
PHILADELPHIA 22, PA.

## FOR SALE (Continued)

### MODERN ROTARIES

#### Conservatively Priced

**DUPLEX** Tubular 16 pg. A.C. 60 cycle drive, two-to-one model unit.

**GOSS**—36 pg. Straight Line D.C. Electrical Equipment.

**GOSS**—64 pg. Straight Line D.C. Electrical Equipment.

**HOE** 5 unit press, A.C. 60 cycle drive, reel fed, basic stereo equipment.

**GOSS** 96 pg. D.C. 230 v. drive, reel fed, no stereo. Two colors and black. Comparable to new mechanically. Cut-off 22 3/4". Delivery May or June 1947.

#### TYPE & PRESS OF ILLINOIS, Inc.

220 South Jefferson • Chicago 6

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Composition Casters  
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Convertible Casters  
Giant Caster

Keyboards  
500 Fonts display mats  
300 Matrix cases  
Molds-keybars  
Wedges-keybanks

Send for printed list

#### Payne & Walsh Corp.

82 Beekman St., New York 7, N. Y.

BE 3-1791

Sell Us Your Surplus

Printing, Bookbinding & Typesetting Machinery

• **FOR SALE:** Immediate delivery, Hoe magazine press, 64 page capacity; Hoe magazine press, 40 page capacity with color; both equipped with alternating current full automatic press drives. Detailed specifications on request. John Griffiths Co., Inc., 17 E. 42nd St., New York 17, N. Y.

• **FOR SALE:** An Extensive Line of new and rebuilt printing equipment on easy terms. Write for free list. Missouri Central Type Foundry, Wichita, Kans.

(Continued on next page)

## PROGRESS FOR SALE



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PRECISION  
PRINTERS' FURNITURE

**DELIVERY NOW!**

PRINTERS AND DEALERS  
WRITE:

**PAN-AMERICAN  
ENGINEERING CO.**

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DETROIT 3, MICHIGAN

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Offset and Printing Establishment, modern equipment, owners retiring. Valuable real estate included—opportunity to acquire old established, profitable business with a splendid reputation, requiring an investment of \$110,000.00. Located in Pennsylvania. Unusually good value. For particulars communicate with

**NORTHERN MACHINE WORKS**  
Marshall and Jefferson Streets  
Philadelphia 22, Pa.

(Continued on next page)

### MAKE CARB-N-SET BUSINESS FORMS

with letterpress equipment, The Carb-n-set Way, with Carb-n-set One Time Carbon Paper, and Carb-n-set Penetrating Padding Glue.

FOR A BETTER FORM—WITH MORE PROFIT TO YOU

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**CARB-N-SET BUSINESS FORMS**

Consulting Engineering Service & Materials

816 Ferguson Ave.

(Since 1936)

Dayton, Ohio

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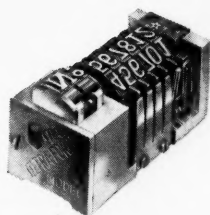
3131 Forty-Eighth Avenue,

Long Island City, New York

# NUMBERING MACHINES

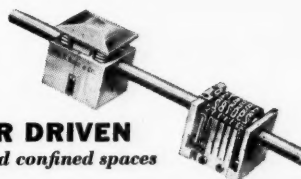
FOR ALL  
PURPOSES

Standard Models  
or Special Designs



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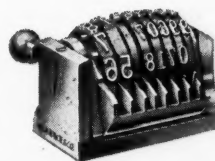
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for tickets and confined spaces

FORCE MACHINES feature hardened steel wheels; oversized wearing parts; high speed ratchets and pawls. Standard flat bed typographs are type high with cases to point measurements. We also design many original numbering devices. Inquire through printing supply houses or any Force office. Literature on request.



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High speed, continuous forms

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INCORPORATED

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3000 West Chicago Ave., Chicago 22, Ill.

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So much depends on the RIGHT light  
Be sure your photo arc lamps are

**MACBETH'S**

SEND FOR OUR LATEST CATALOG

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"Books Bound by Us Are Bound to Satisfy"

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COVER**

**DISCO  
BLOTTING  
LINES**

**DISCO  
WOODGRAIN  
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**POTOMAC  
VELOUR**

**DISTRICT OF COLUMBIA PAPER MILLS, INC.**  
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Many fine printing jobs are being done on Disco Papers every day—usually by printers who were foresighted enough to anticipate their requirements. Ordering in time is a good way to increase the probability of getting the items you want when you need them, so long as the present scarcity of paper-making materials continues.



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INC.  
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Phone CAnal 6-6263 — 6264

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Binder with basic machinery (will add more as needed), plus many years of experience and know how is anxious to locate and connect up with an organization having a quantity of pamphlet binding. Am at present equipped to handle stitching and trimming of about 1 million units per month. Prefer to locate in your plant or close by.

WRITE BOX D-1006,  
c/o INLAND PRINTER,  
309 W. JACKSON BLVD.  
CHICAGO 6, ILL.

*Classified Buyers' Guide (continued)*

### FOR SALE (Continued)

#### REDUCE JOGGING TIME to a Fraction with JOG-A-WAY



Eliminate hand patting and bouncing of stock. Operator merely holds paper on vibrating deck and sheets are quickly vibrated into smooth even stacks.

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**THE M. L. ABRAMS CO.**

"Your Supply House"

1639 SUPERIOR AVE., CLEVELAND, OHIO

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Do away with strings, rubber bands and other makeshifts on job presses. Caspers will reduce spoilage and increase production on both hand feed and feeder attached presses. Used by leading printers for over 25 years.

Each set contains arms, 4 lengths of fingers and clips—there is a combination for every purpose.

8x12 C.&P.	\$ 8.50	12 x18 C.&P.	\$10.00
10x15 C.&P.	9.00	14 1/2 x22 C.&P.	11.00
		(hand feed)	

Write for Literature

#### CASPER GRIPPER COMPANY

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• **LINOTYPE—INTERTYPE KNIVES** made new again by precision grinding. Mail pair side knives and back knife parcel post prepaid with check of \$4.00. We will renew and mail back prepaid same day received. Money back, if not satisfied. Printers Supply Co., 10 White St., New York 13, N. Y.

### HELP WANTED

#### WANTED—PRESSROOM FOREMAN

Wanted: Cylinder Press foreman experienced in finest class letter press work. Ability to teach and lead those under him, gain their good will and loyalty. A great opportunity with one of the leading concerns in the national advertising printing field. Give full information. Address Box D-1005, care of The Inland Printer, 309 West Jackson Blvd., Chicago 6, Ill.

(Continued on next page)

## Linotype Operator Hand Compositor

Experienced applicants only considered. Permanent employment and fine working conditions, with the fastest growing house in the advertising calendar, leather and specialty field. Give past experience, salary expected and any other pertinent information.

**SHAW-BARTON**  
COSHOCOTON, OHIO

## WANTED

### Assistant to Superintendent

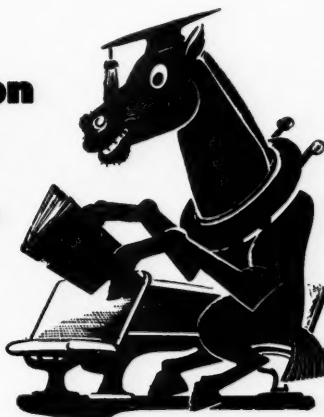
In fast growing printing establishment specializing in advertising material, with nation wide coverage. Need not be printing technician but should be familiar with the printing business and allied equipment. Must be able to get production, win confidence and respect of employees and associates; be satisfied to live in small city in central west, looking toward a lifetime job with plenty of opportunity. Give fully personal and business history, with idea of salary expected. Communications strictly confidential. Address Box D-1004, care of The Inland Printer, 309 West Jackson Blvd., Chicago 6, Illinois.

## First Class Printing Pressman

on high-grade folding cartons.  
Must be experienced on large  
Miehle Two-Colors. Plant  
located in middle west.

Write Box D-1017, c/o The Inland  
Printer, 309 W. Jackson Blvd.,  
Chicago 6, Ill.

## Just Common Horse Sense



It's just common horse sense for printers to think of Roberts & Porter when they are in need of lithographic supplies. For nearly half a century, from coast to coast, R&P has established the ROBPORT mark of quality—a guarantee of the best and a byword for the finest. Today leading offset printers look to ROBPORT first for the following litho supplies:

**AQUATEX • DAMPENING ROLLERS • FLANNEL  
FLANNEL SLEEVES • MOLLETON SLEEVES  
INK COMPOUNDS AND REGULATORS • SPONGES  
MOLLETON • RUBBER BLANKETS • SNAKE SLIPS  
HARRIS LITHO CHEMICALS • ANSCO FILM  
SEAMLESS WATER ROLLER COVERING**

*Fine products backed by experienced lithographers, plus the services and pre-testing of the Robport Laboratory, are yours for the asking. Write today for prices, sizes, complete details.*

## Roberts & Porter, Inc.

CHICAGO — 402 South Market St.  
BOSTON — 88 Broad St.

NEW YORK — 622 Greenwich St.  
DETROIT — 477 Selden Ave.

## FAST—ACCURATE PAGING INCREASES YOUR PROFITS

**SPEED RANGE  
60 to 240  
IMPRESSIONS  
PER MINUTE**

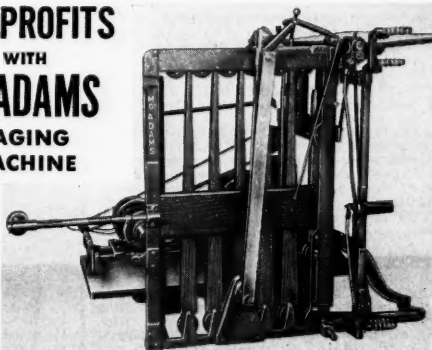
### McADAMS PRODUCTS

- Pen Ruling Machines
- Disc-Ruling Machines
- Paging Machines
- Pile Feeders
- Roll Feeders

McAdams paging machine is perfected for speed, accuracy, uniform inking and easy operating. Specially adaptable for blank books, cash-journals and commercial work. Operates for folio or double paging. Pages of finished books are paged on one or both sides of sheets in one operation.

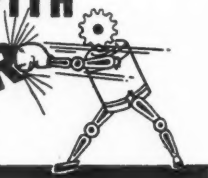
Sturdily built for long service. All small parts are steel. Made with built-in motor or made to operate by foot-power. Capable of four times the speed of ordinary paging machines. Write for special Bulletin on Paging Machines 1-103.

WITH  
**McADAMS  
PAGING  
MACHINE**



**JOHN McADAMS & SONS, Inc.**  
20-22 KNIGHT STREET • NORWALK, CONN., U.S.A.  
ESTABLISHED 1842

## A PUNCH WITH POWER



The Southworth SUPER PORTLAND is the punching machine you have been looking for. Packed with power, it has accuracy, speed and stamina. It is backed by Southworth's guarantee of quality and proved by years of service in leading shops all over the world.

Put a "punch" into your business with a SUPER PORTLAND. Attachments to meet all special requirements.

Complete Information and Prices  
on Request - - Write Today.



Printing Trade Division

**SOUTHWORTH MACHINE CO.**

30 WARREN AVE. PORTLAND, ME.

Mfr's: Paper Conditioners, Universal Joggers,  
Punches, Round Cornering Machines,  
Humidifiers, Special Equipment

Fifty Years of Service to the Graphic Arts

### HELP WANTED (continued)

• **ACCOUNTANT:** Preferably one familiar with printing operations. Individual must have ability to revise and establish cost systems and be qualified to analyze cost statements for the preparation of management reports. Knowledge of printing very desirable but not absolutely essential. Initiative in the establishment of cost systems and understanding of their relationship to business management highly essential. State qualifications in detail, including education, experience, age and salary desired. Headquarters will be in Washington, D. C. Reply Box D-1010, % The Inland Printer.

• **OPPORTUNITY FOR YOUNG GI** who knows office supplies and commercial printing. Small daily in Southwest wants to separate job shop and office supply departments grossing \$50,000 yearly into separate firm. If interested and can take over on salary and part-of-profits basis, write all about yourself, send photograph, and references as to character and ability. Box N-1001.

### HELP WANTED (continued)

• **PRINTING TECHNICIAN:** Man who has had background as printing manager. Familiar with all aspects of printing plant management to work on research and general printing management problems. In reply state in detail full qualifications, including education, experience, age and salary desired. Headquarters will be Washington, D. C. Reply Box D-1009, % Inland Printer.

• **SALESMAN:** Territorial representative of Printing Machinery line. Excellent opportunity for aggressive responsible individual. Furnish references. Send full details first letter. All information held confidential. Box D-1016, % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **INTERTYPE** operator wanted; also two compositors; steady, \$1.72½ hour; vacation with pay; A-1 working condition in modern plant. Chance for advancement to foremanship for capable man. Reapp Typographic Service, 379 Pearl Street, Akron, Ohio.

### Classified Buyers' Guide (continued)

#### HELP WANTED (continued)

##### Linotype Operators or Hand Compositors

—An opportunity for permanent positions for men who can produce job and ad work or who have had trade plant experience. Good working conditions in a plant with a reputation for fine work. 37½-hour week with overtime. Union Shop.

**JOHN C. MEYER & SON**

129 N. 12th STREET, PHILADELPHIA 7, PA.

• **WANTED UNION PRESSMAN** for 32-page Hoe Rotary Magazine Press. Positions are for men in charge of press, folder and tension men. High wages and plenty of overtime. Also need pressman for pre-makerready department. Apply Mr. A. V. Paul, The Progressive Farmer, Birmingham 2, Alabama.

• **LINOTYPE OPERATORS**—An opportunity for a permanent position on the second shift in a rapidly growing organization. Scale \$1.76 nights, graduated up, with some overtime. Write or wire the Ann Arbor Press, 317 Maynard St., Ann Arbor, Michigan.

• **WANTED:** All-round job man to take charge of small shop in fast growing Southern California city. Good wages and permanent position. Write Box D-1008, % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **MONOTYPE KEYBOARD OPERATOR.** We also need a hand compositor and a linotype operator. Permanent positions for right parties. Linxweller Printing Company, 259 South Park, Decatur, Illinois.

• **COMPOSITOR FOREMAN**—A mid-west firm in a University town requires a thoroughly competent working foreman. Write in detail giving age, qualifications, and salary expected. Box D-1007, % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

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Leading Printers and Publications  
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##### CHALK RELIEF OVERLAYS

FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time. Improves quality. Apply on company letterhead for free instruction book and prices.

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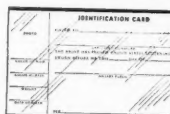
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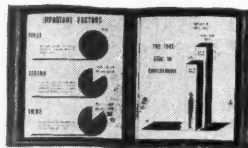
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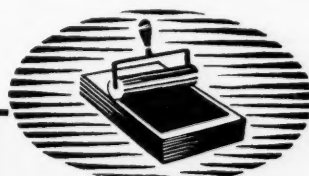
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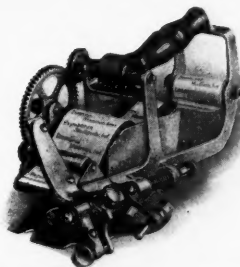
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VOL. 118 \* DECEMBER, 1946 \* NO. 3

THE WORLD'S LEADING BUSINESS AND TECHNICAL  
JOURNAL IN THE PRINTING AND ALLIED INDUSTRIES

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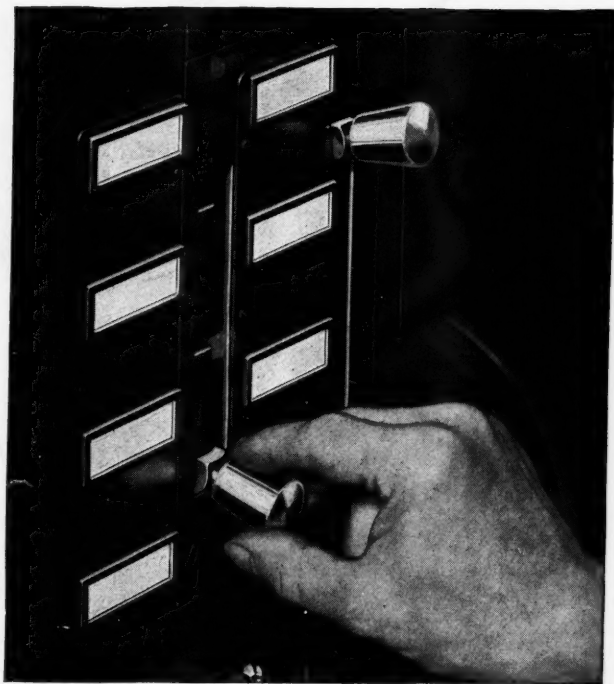
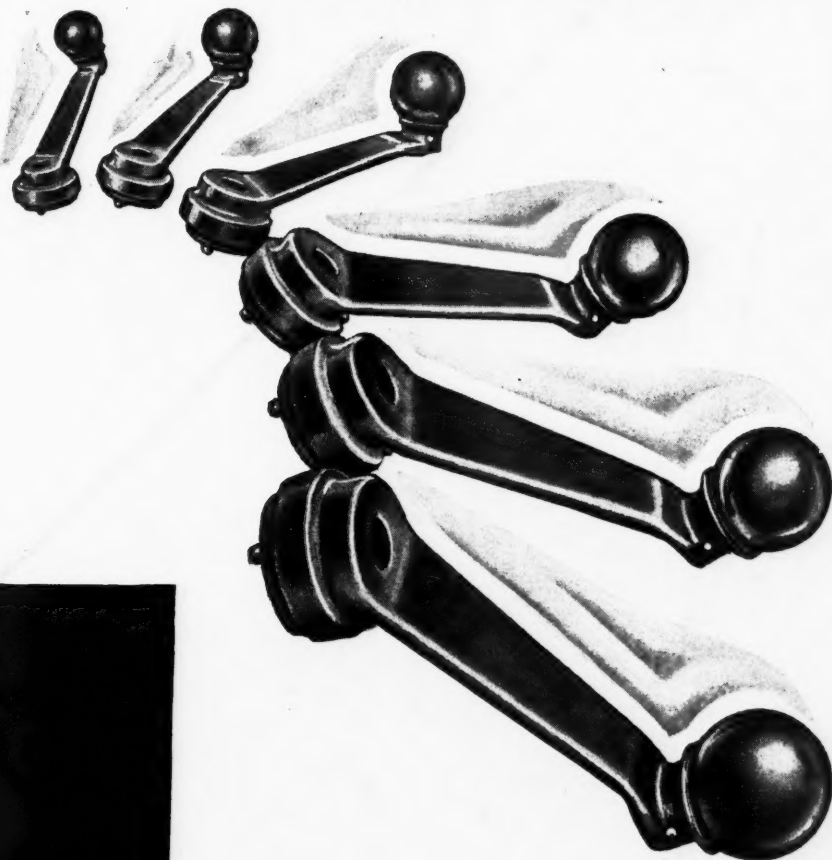
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